

1985 TVRO PROFILE

April, 1985


Prepared by

Ruddick Research International, Inc.

P.O. Box 701617

Tulsa, Oklahoma 74170

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INTRODUCTION

1985 TVRO Profile

The explosive growth of the TVRO marketplace over the last two to three years has created consideration of a new set of assumptions for broadcasters, program suppliers, cable operators and equipment manufacturers for the years ahead. The basic purpose of the study was to better describe the emerging TVRO market.

THE SURVEY:

1985 TVRO Profile was joint sponsored by a leading satellite program carrier and four O.E.M.'s of satellite receiving equipment. The survey questionnaire was mailed to 4,786 home satellite system owners identified by the sponsoring manufacturer's warranty lists. A two dollar incentive was paid to those individuals who returned completed questionnaires. 2,086 (43.6%) completed surveys were returned and serve as the sample for this study.

THE OBJECTIVES:

The specific objectives were:

- o An in-depth description of the market characteristics of the TVRO owner;
- o The identification of key behavioral tendency market segments;
- o An evaluation of the purchase dynamics associated with present satellite receiving equipment owners; and,
- o A description of basic usage patterns reflected by current TVRO households.

THE REPORT:

The report includes an executive summary, summary tables, cross-tabulation tables and behavioral tendency segment cross-tabulation tables. The cross-tabulation tables allow for an examination of each question by total responses; categories of length of TVRO equipment ownership; region; number of broadcast stations available prior to TVRO ownership; age and income.

I. EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

A. Market Characteristics

- o The majority (72%) of TVRO owners live outside the city limits of an incorporated city or town. Of those living within city limits, 39 percent live in a town of less than 10,000 and 27 percent in a city/town with a population of 10,000 to 50,000. Almost two thirds of the total sample (63%) live more than 50 miles from a major population city (100,000 or greater).
- o 39 percent of TVRO Owners are 35 to 49 years of age while another 39 percent are 50 and older. (See Chart 1).
- o 78 percent have annual family incomes of \$18,000 or more, with over one-third earning \$30,000 to \$50,000 annually and over one-fourth earning \$18,000 to \$30,000. (See Chart 2).
- o TVRO owners are predominantly married with children at home (45%) or married with children grown (32%). Marrieds without children total over 11 percent, singles, 7 percent and those single with children home or grown, 4 percent.
- o Regionally, the West-Central and Pacific have 45 percent of the current home satellite receiving equipment ownership. The Southeast and Southwest areas combine to 30% of the existing TVRO's. The East-Central area reflects over 12 percent of the ownership. (See Map 1).

CHART 1
AGE OF HEAD OF HOUSEHOLD
(N=2086)



No Response = 1.0%

CHART 2
HOUSEHOLD INCOME
(N=2086)



MAP 1
WHERE TVRO OWNERS LIVE
(N=2086)



Other
4.1%

No Response = 1.2%

- o 88 percent of the TVRO owners have at least a high school education. One-third had some college or vo-tech and 22 percent are college graduates or higher.
- o 21 percent of the TVRO owners list their occupation as professional, while 15 percent said they were in a technical profession. 9 percent work in agricultural related areas.
- o Reader's Digest (39%) was the most regularly read or subscribed to magazine among TVRO Owners; Followed by Better Homes and Gardens (28%), TV Guide (23%), Orbit International (17%), STV (13%), Time (13%), Satguide (12%), and Sports Illustrated (10%).

B. Behavioral Segmentation Profiles

- o The most pertinent psychographic characteristics shared by TVRO owners in general are that they tend to compare prices when making major purchases, they tend to be trend conscious when buying new products, and they make a point of reviewing current literature and data in order to insure their electronic purchases are the most advanced.
- o Attitudes within any group of people tend to cluster together into distinct groupings which describe prominent attitude and behavioral tendency segments. These descriptive profiles are not mutually exclusive of one another. An individual, for example, in many cases may be described by the major components of more than one segment. An analysis of TVRO owners identified five primary descriptive segment clusters. They are the:
 - Urban Novelty Seeker;
 - Impulsive Credit Buyers;
 - High-Tech Innovators;
 - Costly System Owners; and
 - Upscale, Low Users.
- o The URBAN NOVELTY SEEKER had five or more broadcast stations at the time when they purchased their satellite receiving equipment. They tend to live in a population area with 50,000 or more people. They typically are in the \$30,000 or above income category (26% being \$50,000 or above) and do not tend to be too price conscious. Urban novelty seekers are more likely to have spent over \$3,000 on their TVRO system. One half this group is 35 to 49. Almost 40 percent view satellite TV over 50 hours per week.
- o The IMPULSIVE CREDIT BUYERS view themselves as being more impulsive in their shopping habits. They are price-conscious in their purchases, but will tend to buy an item sooner if it has credit terms available. Impulsive credit buyers are heavier direct mail and 800 number users than is the norm. They also feel a need for better program information for the TVRO user. About two-thirds of this group

have incomes between \$18,000 and \$50,000 annually and almost three-fourths are between the ages of 25 and 49. Roughly 38 percent have their TVRO system tuned in over 50 hours per week.

- o The HIGH-TECH INNOVATOR likes to purchase the latest most up-to-date products on the market. They have a strong tendency in reviewing current publications and literature to ensure their electronic purchases are the most advanced. They are quite likely to compare prices on major purchases (the inference is to ensure value for price rather than to seek the lowest price). High-tech innovators are also slightly dissatisfied with the satellite receiving equipment they currently own. (Unless purchased recently, it may not be as "up-to-date" as they would like). Three-fourths of this segment are between 25 and 49 years of age and 70 percent have annual incomes between \$18,000 and \$50,000. Over 46 percent use their TVRO system more than 50 hours per week.
- o The COSTLY SYSTEM OWNER has typically spent over \$3,000 on their satellite receiving equipment. They tend to be more than credit-oriented, or use credit for convenience rather than as a means to enable them to make a purchase sooner. Ninety one percent of this group is 50 years of age and above. About half this group is retired and almost a third have annual incomes of \$18,000 or less.
- o The UPSCALE LOW USERS typically have a college degree or a graduate school degree and roughly 70 percent earn \$30,000 or more annually (32% earn \$50,000 or more annually). The majority (80%) of upscale low users view television through their satellite receiving equipment less than 40 hours per week (over 42% less than 30 hours per week.) One half this group is 35 to 49 years of age and 22 percent are 25 to 34.

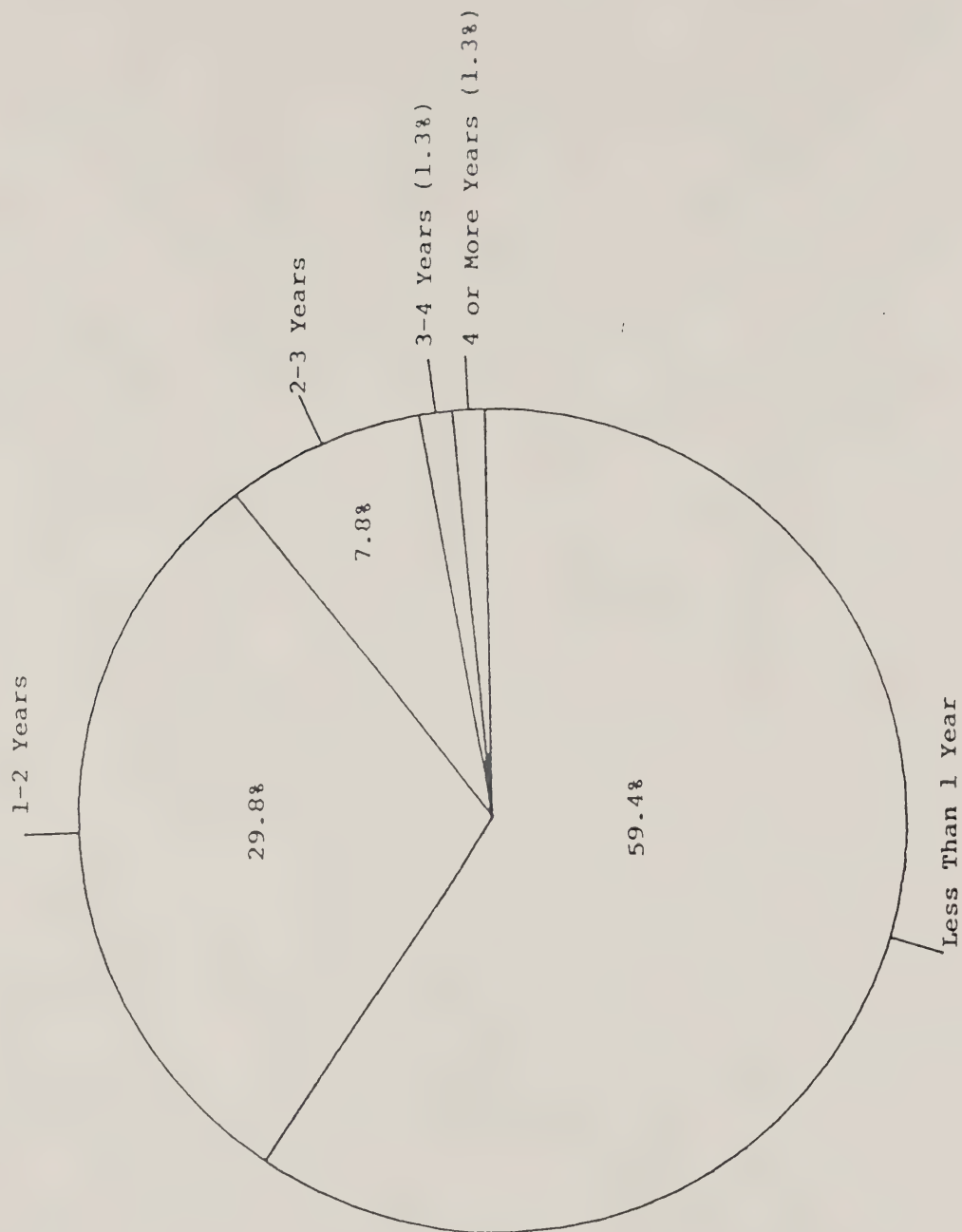
C. Purchase Dynamics

- o 59 percent of the TVRO owners surveyed acquired their system less than a year ago. 30 percent purchased their equipment one to two years ago. (See Chart 3). 81 percent of the purchases were purely for entertainment purposes.
- o The factor which convinced over a third (35%) of the TVRO owners to buy a system was seeing a friend's or neighbor's system in operation. One-fourth were convinced by a demonstration by a dealer, while 22 percent said that their decision was made based on cable not being available to them or cable being too expensive.
- o 59 percent of the TVRO owners surveyed could receive one to four broadcast stations prior to acquiring their system. However, over 35 percent had five or more stations (20% have over six).
- o The major benefit expected from purchasing a TVRO system was to have more channels or a wider variety of programming available (61%). 14 percent said their primary expectation was for better reception.
- o 47 percent spent \$1,500 to \$3,000 on their system, while 44 percent spent \$3,001 to \$5,000 (6.4% spent over \$5,000).
- o 27 percent of TVRO owners have access to a cable system. Of the group with access to cable, 23 percent are current subscribers and 49 percent are former subscribers. Of the group that has subscribed to cable (current and former), only 27 percent indicated that they were pleased with the cable service that they receive(d). (See Chart 4).
- o 80 percent of TVRO owners have more than one TV set, 40 percent own a video recorder and 21 percent a personal computer.
- o 26 percent of TVRO owners indicated that they anticipated replacing or adding to their system during the next 12 months, the most frequently mentioned components were motorized activators/controllers (42%), receiver remote control (24%), receiver (18%), LNA (10%), and dish (6%).

CHART 3

LENGTH OF OWNERSHIP OF SATELLITE RECEIVING SYSTEM

(N=2086)



No Response = .4%

CHART

CABLE TV ACCESS/SUBSCRIPTION/SATISFACTION

(N=2086)

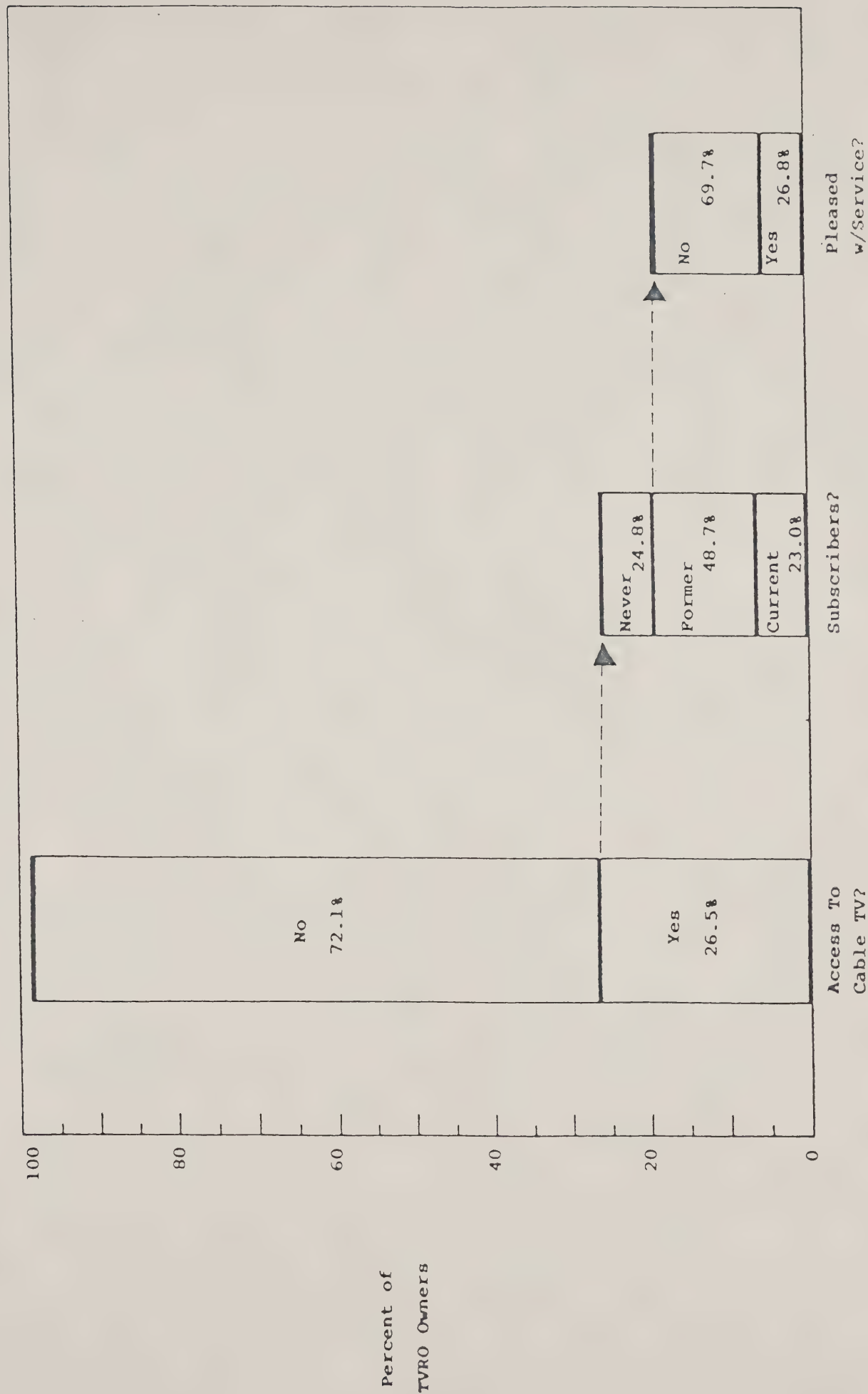
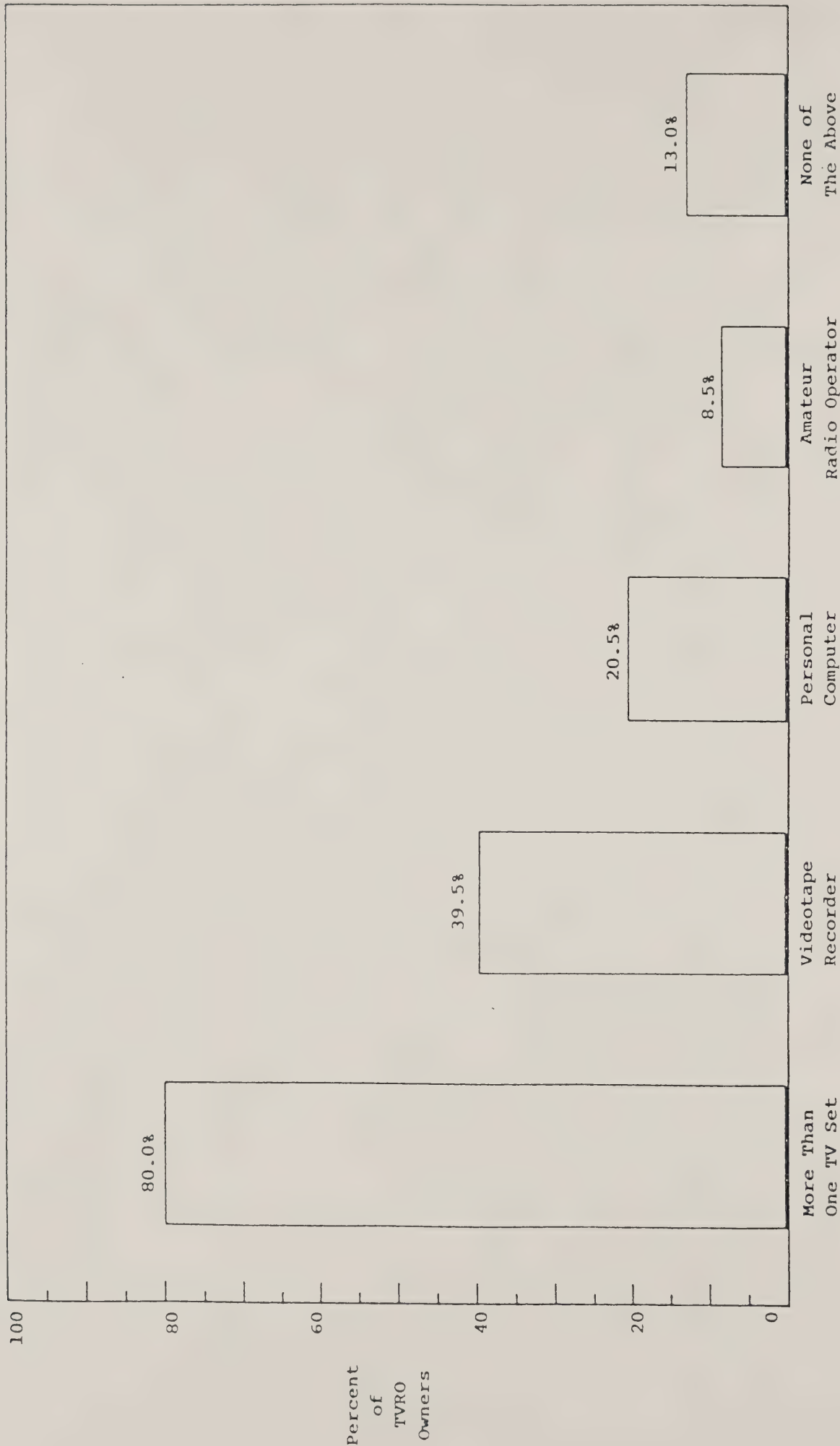


CHART 5

ELECTRONIC EQUIPMENT CROSS OWNERSHIP BY TVRO HOUSEHOLDS

(N=2086)



No Response = 1.2%

D. Usage Patterns

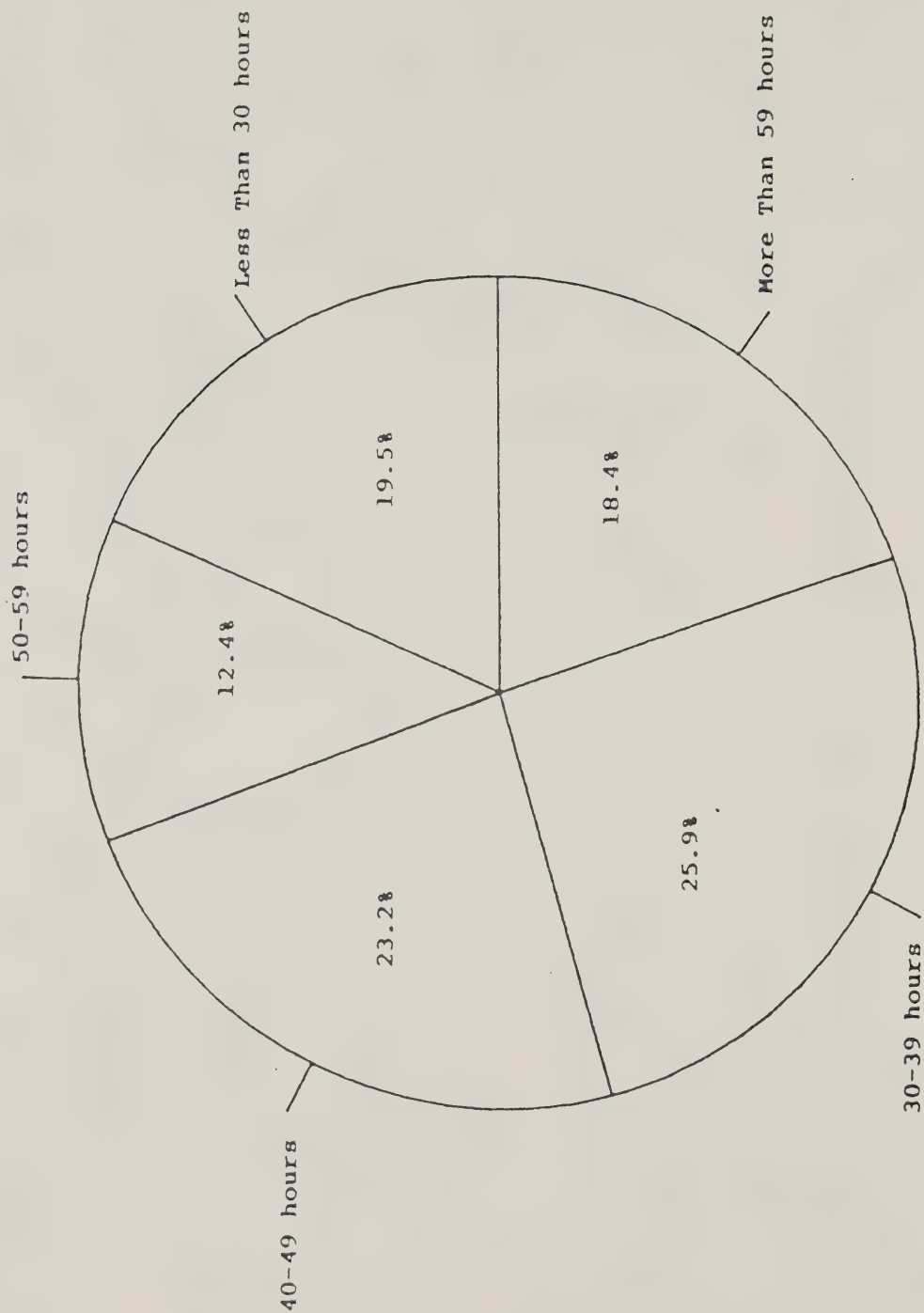
- o 49 percent of those owning satellite receiving equipment use their system between 30 and 49 hours per week. 31 percent have their equipment tuned-in 50 hours or more per week and 20 percent use their equipment less than 30 hours per week. (See Chart 6).
- o Satisfaction with the satellite receiving equipment is very high among owners with 63 percent extremely satisfied and 26 percent somewhat satisfied.
- o Galaxy 1 and Satcom F3R are the most frequently viewed satellites with 88 and 84 percent (respectively) of the respondents saying they tune-in to each three times or more per week. Next are Satcom F4 (55%), Comstar D4 (30%), Westar 5 (27%), Satcom F1R (24%) and Telestar (22%).
- o The type of programming viewed (most frequently) through satellite equipment is movies with 66 percent. 15 percent said they viewed sports most frequently. However, when asked what one or two other types of programming were viewed (next in frequency) by each household, sports led with 38 percent followed by news 30 percent, movies 22 percent and children's 17 percent. (See Chart 7).
- o The day services (HBO, Cinemax, Showtime) had the largest percentage of cumulative monthly viewers (89%, 86%, 85%, respectively) by TVRO owners. These sources were followed by WTBS (72%), ABC (65.4%), WGN (65.2%), CBS (64%) and NBC (62%).

CHART 6

NUMBER OF HOURS PER WEEK SATELLITE RECEIVING EQUIPMENT

IS USED BY ALL MEMBERS OF HOUSEHOLD

(N=2086)

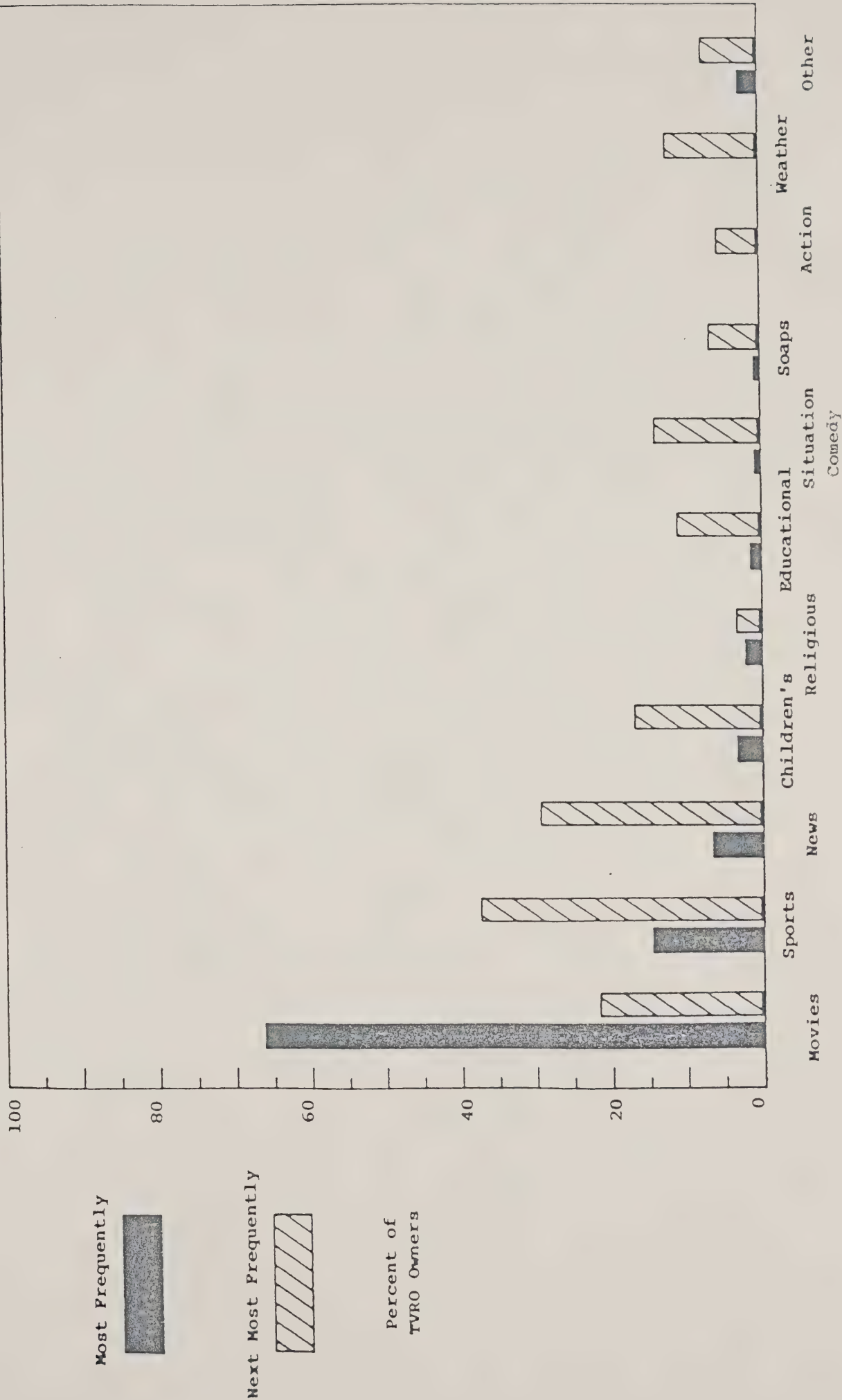


No Response = .6%

CHART 7

TYPES OF PROGRAMMING VIEWED THROUGH SATELLITE RECEIVING EQUIPMENT

(N=2086)



E. Program Information Sources

- o Most important magazine sources for satellite program information were Satellite TV Week (50%), followed by Orbit Magazine (27%).
(These magazines were not necessarily subscribed to.)
- o When asked for agreement with the statement "There is a need for better program information and schedules for the TVRO user", 40 percent said they strongly agreed and 31 percent said they somewhat agreed (21% said they neither agreed nor disagreed).
- o If more information were available to the TVRO user, the most frequently mentioned needs were:

Guide for all programs on satellite	84%
List of movies on satellite	67%
Local general weather forecasts	43%
Current sports schedules/scores	26%
Sports forecasts	15%
Agricultural weather forecast by area	13%

II. SUMMARY TABLES

Market Characteristics

Table 1

Where TVRO Owners Live

Region	% of TVRO Owners (N=2086)
West-Central (CO, IA, KS, MN, MO, MT, NE, ND, SD, WI, WY)	22.4%
Pacific (AK, CA, HI, ID, OR, UT, WA, AZ)	22.2%
Southeast (AL, FL, GA, MS, NC, SC, TN, VA)	16.2%
Southwest (AR, LA, NM, OK, TX)	13.3%
East-Central (IL, IN, KY, MI, OH, WV)	12.4%
Mid-Atlantic (DE, DC, MD, NJ, NY, PA)	5.3%
New England (CT, ME, MA, NH, RI, VT)	2.9%
Other	4.1%
No Answer	1.2%

Market Characteristics (continued)

Table 2

Do TVRO Owners Live In Incorporated Towns Or Cities?

Response	% of TVRO Owners (N=2086)
Yes	25.8%
No	71.9%
No Answer	2.3%

Table 3

Distance From Residence To City Of 100,000 Population Or Larger

Distance	% of TVRO Owners (N=2086)
Less Than 50 Miles	30.4%
More Than 50 Miles	62.6%
Live In A City Of 100,000 Or More	4.1%
No Answer	2.9%

Market Characteristics (continued)

Table 4

Population Of City/Town Where TVRO Owners Live

Population	% of TVRO Owners Who Live in an Inc. City/Town (N=538)	% of Total TVRO Owners (N=2086)
Less Than 10,000	39.0%	10.1%
10,000 - 25,000	14.5%	3.7%
25,001 - 50,000	12.5%	3.2%
50,001 - 100,000	9.1%	2.4%
Over 100,000	20.6%	5.3%
No Answer	4.3%	<u>1.1%</u>
		25.8%

Table 5

Family Status of Household

Status	% of TVRO Owners (N=2086)
Single, No Children	7.0%
Single, Children Home	2.0%
Single, Children Grown	2.3%
Married, No Children	11.3%
Married, Children Home	45.2%
Married, Children Grown	31.5%
No Answer	.7%

Market Characteristics (continued)

Table 6

Age Of Head Of Household

Age	% of TVRO Owners (N=2086)
18 - 24	1.2%
25 - 34	19.4%
35 - 49	39.4%
50 - 59	18.2%
60 and Older	20.8%
No Answer	1.0%

Table 7

Household Income

Income	% of TVRO Owners (N=2086)
Under \$12,000	6.1%
\$12,000 - \$17,999	11.6%
\$18,000 - \$29,999	26.5%
\$30,000 - \$49,999	34.3%
\$50,000 or Above	17.4%
No Answer	4.1%

Market Characteristics (continued)

Table 8

Education Level Of Head Of Household

Highest Level Achieved	% of TVRO Owners (N=2086)
Less Than High School	11.0%
High School Graduate	34.0%
Some College or Vo-Tech	32.8%
College Graduate	13.5%
Graduate School	8.1%
No Answer	.6%

Table 9

Occupation Of Head Of Household

Occupation	% of TVRO Owners (N=2086)
Professional	20.9%
Retired, Unemployed, Housewife, Student	20.3%
Technical	14.5%
Agriculture	9.2%
Service	7.2%
Executive	6.5%
Sales	4.2%
Other	15.3%
No Answer	1.9%

Market Characteristics (continued)

Table 10

Publications Subscribed To/Or Read Regularly

Publication	% of TVRO Owner (N=2086)	Rank
Reader's Digest	39.2%	1
Better Homes & Gardens	28.0%	2
TV Guide	23.4%	3
Orbit International	16.6%	4
STV	12.8%	5
Time	12.7%	6
Sat Guide	11.6%	7
Sports Illustrated	9.6%	8
Playboy	9.3%	9
Family Weekly	7.5%	10
Parade	7.1%	11
National Enquirer	7.0%	12
Radio Electronics	3.9%	13
Satellite TV Opportunities	2.7%	14
Satellite Dealer	1.9%	15
Home Satellite Marketing	1.3%	16
Satellite Business Magazine	1.1%	17
Coop's Digest	1.0%	18
Satvision	.4%	19
No Answer	14.2%	

*Multiple Responses Were Allowed

Market Characteristics (continued)

Table 11

Responses To Psychographic Statements

Statement	% of TVRO Owners Who: (N=2086)			
	Agree	Neither Agree or Disagree	Disagree	N/A
Compare prices when making major purchases	89.3%	4.1%	5.1%	1.6%
Like to buy newest, most up-to-date products	76.4%	11.1%	10.2%	2.3%
Consult publications before buying electronic services/ products (most advanced)	66.4%	14.0%	16.4%	3.4%
Tend to buy things at lowest price	31.4%	20.3%	45.6%	2.6%
See myself as being a risk-taker rather than too conservative	28.0%	19.0%	50.0%	2.4%
Usually make more purchases than planned	29.2%	15.2%	53.3%	2.3%
Will purchase sooner if credit available	28.2%	11.2%	58.0%	2.6%
Frequently request information/ buy products through direct mail/800 numbers	26.1%	11.7%	59.5%	2.5%

Behavioral Tendency Segments

Table 12

Behavioral Tendency Segment Profiles

Segment	Characteristics
Urban Novelty Seekers	<ul style="list-style-type: none">- Receives 5 or more broadcast stations- Urban dweller (50,000 population or more)- Has spent over \$3,000 on satellite equipment- \$30,000 or higher income- Do not make purchases based on lowest price
Impulsive Credit Users	<ul style="list-style-type: none">- Typically makes more purchases than planned when shopping- Risk-taking rather than conservative decision-maker- Will buy sooner if credit available- Direct Mail/800 number users- Price conscious- Indicates a need for better program information for TVRO user
High Tech Innovators	<ul style="list-style-type: none">- Consults current data to ensure electronic purchases are most advanced- Compares prices on major purchases- Likes to purchase the newest, most up-to-date products- Slightly dissatisfied with current satellite receiving equipment

Behavioral Tendency Segments (continued)

Table 12 (continued)

Behavioral Tendency Segment Profiles

Segment	Characteristics
Mature, Costly System Owners	<ul style="list-style-type: none">- 50 and older- Cash rather than credit oriented- Has spent over \$3,000 on satellite equipment
Upscale Low Users	<ul style="list-style-type: none">- College graduate or higher- Satellite Equipment typically used less than 40 hours per week- Household income over \$30,000

Purchase Dynamics

Table 13

Primary Use Of Satellite Receiving System

Use	% of TVRO Owners (N=2086)
Entertainment	81.2%
Business (Information)	1.3%
Both	16.2%
No Answer	1.3%

Table 14

Length Of Ownership Of Satellite Receiving Equipment

Years Owned	% of TVRO Owners (N=2086)	% of Entertainment Users (N=1693)
Less than 1 year	59.4%	61.5%
1 - 2 years	29.8%	36.0%
2 - 3 years	7.8%	
3 - 4 years	1.3%	2.1%
4 or more years	1.3%	
No Answer	.4%	

Purchase Dynamics (continued)

Table 15

Factor Which Most Convinced Owner To Buy TVRO System

Factor	% of TVRO Owners (N=2086)
Hearing/seeing friend/neighbor's	34.6%
Seeing system at dealer	24.8%
No cable/too expensive	22.0%
Reading in magazine	9.7%
Attending show/fair	4.5%
Other	.1%
No Answer	4.3%

Table 16

Number Of Broadcast Stations Available Prior To Purchase Of TVRO System

Stations Available	% of TVRO Owners (N=2086)
None	4.9%
1 - 2	22.0%
3 - 4	36.7%
5 - 6	15.1%
Over 6	20.2%
No Answer	1.1%

Purchase Dynamics (continued)

Table 17

Main Benefit Expected From Purchase Of TVRO System

Benefit Expected	% of TVRO Owners (N=2086)
More channels/wider variety	60.5%
Better reception	13.6%
Better quality of programs	8.1%
More movies	6.3%
Good value for money	4.1%
More sports	3.5%
Children's programming	.6%
Other	2.8%
No Answer	.5%

Table 18

Approximate Amount Spent On TVRO System

Amount Spent	% of TVRO Owners (N=2086)
Less than \$1,500	1.9%
\$1,500 - \$3,000	47.1%
\$3,001 - \$5,000	44.2%
\$5,001 - \$7,000	5.2%
More than \$7,500	1.2%
No Answer	.4%

Purchase Dynamics (continued)

Table 19

Currently Have Access To Cable TV System

Home Passed	% of TVRO Owners (N=2086)
Yes	26.5%
No	72.1%
No Answer	1.4%

Table 20

Do TVRO Owners Who Have Access To Cable TV, Subscribe?

Subscriber Status	% of Homes Passed (N=552)	% of TVRO Owners (N=2086)
Current Subscriber	23.0%	6.1%
Former Subscriber	48.7%	12.9%
Never Subscribed	24.8%	6.6%
No Answer	3.5%	.9%
		26.5%

Purchase Dynamics (continued)

Table 21

Are/Were TVRO Owners Who Receive(d) Cable TV Pleased With That Reception?

Pleased With Cable TV	% Ever Subscribed (N=396)	% of TVRO Owners (N=2086)
Yes	26.8%	5.1%
No	69.7%	13.2%
No Answer	3.5%	.7%
		19.0%

Table 22

Cross Ownership Of Electronic Equipment

Equipment Owned	% of TVRO Owners (N=2086)
More than one television set	80.0%
Videotape recorder	39.5%
Personal computer	20.5%
Amateur radio operator equipment	8.5%
None of the above	13.0%
No Answer	1.2%

TVRO Usage Patterns

Table 23

Number Of Hours Per Week Satellite Receiving Equipment Is Used By All
Members Of Household

Hours Used	% of TVRO Owners (N=2086)
Less than 30 hours	19.5%
30 - 39 hours	25.9%
40 - 49 hours	23.2%
50 - 59 hours	12.4%
More than 59 hours	18.4%
No Answer	.6%

Table 24

Satisfaction With TVRO Equipment

Level of Satisfaction	% of TVRO Owners (N=2086)
Extremely satisfied	62.6%
Somewhat satisfied	26.6%
So-so	4.7%
Somewhat dissatisfied	3.8%
Very dissatisfied	1.6%
No Answer	.7%

TVRO Usage Patterns (continued)

Table 25

Satellites Tuned-in Three Times Or More Per Week

Satellite	% of TVRO Owners (N=2086)	Rank
Galaxy 1	88.1%	1
Satcom F3R	83.8%	2
Satcom F4	54.9%	3
Comstar D4	30.3%	4
Westar 5	26.8%	5
Satcom F1R	24.1%	6
Telestarr	21.9%	7
Westar 4	18.0%	8
Telstar 302	13.2%	9
Anik D1	8.9%	10
Westar 3	6.2%	11
Spacenet 1	4.0%	12
Anik B	1.6%	13
Other	3.1%	
No Answer	.7%	

*Multiple Answers Were Allowed

TVRO Usage Patterns (continued)

Table 26

Types Of Programming Viewed Through Satellite Receiving Equipment

Type of Programming	<u>Most Frequently</u>		<u>Next Most Frequently</u>	
	%	Rank	%	Rank
Movies	66.2%	1	21.7%	3
Sports	14.7%	2	37.6%	1
News	6.6%	3	29.5%	2
Children's	3.4%	4	16.8%	4
Religious	2.4%	5	3.4%	10
Educational	1.4%	6	11.1%	7
Situation Comedy	.9%	7	14.1%	5
Soaps	.7%	8	6.8%	8
Action	.5%	9	5.5%	9
Weather	.4%	10	12.3%	6
Other	2.6%		7.2%	
No Answer	.2%		1.5%	

*Multiple Responses Were Allowed

TVRO Usage Patterns (continued)

Table 27

Program Sources Viewed Through Satellite Receiving Equipment (N=2086)

	During Last		During Last		During Last	
	24 Hours		7 Days		30 Days	
	%	Rank	Cume %	Rank	Cume %	Rank
HBO	54.4%	1	81.2%	1	89.0%	1
CINEMAX	49.2%	2	76.6%	2	85.7%	2
SHOWTIME	46.3%	3	75.7%	3	84.8%	3
WTBS, ATLANTA	36.9%	4	60.2%	4	72.1%	4
CBS	33.6%	5	53.0%	6	63.3%	7
ABC	32.5%	6	54.1%	5	67.4%	5
NBC	30.8%	7	51.7%	7	62.2%	8
ESPN	28.9%	8	49.3%	9	61.6%	9
WGN, CHICAGO	27.7%	9	51.3%	8	65.2%	6
USA, NETWORK	20.5%	10	41.2%	10	54.1%	10
CBN	10.3%	11	18.9%	11	28.1%	11

TVRO Usage Patterns (continued)

Table 28

Most Important Source Of Satellite Program Information

Source	% of TVRO Owners (N=2086)	Rank
Satellite - TV Week Magazine	49.8%	1
Orbit Magazine	26.5%	2
Channel Guide Magazine	4.3%	3
Dish Magazine	3.8%	4
Local Newspaper TV Listings	2.3%	5
TV Guide	1.7%	6
None of the above	10.7%	
No Answer	.9%	

Table 29

There Is A Need For Better Program Information And Schedules
For The TVRO User

Level of Agreement	% of TVRO Owners (N=2086)
Strongly agree	39.6%
Somewhat agree	31.4%
Neither agree or disagree	20.6%
Somewhat disagree	5.4%
Strongly disagree	1.9%
No Answer	1.1%

TVRO Usage Patterns (continued)

Table 30

Types Of Information Which Would Be Used On A Regular Basis

Type of Information	% of TVRO Owners (N=2086)	Rank
Guide for all programs on satellites	84.4%	1
List of movies on satellite services	66.6%	2
Local general weather forecast	43.4%	3
Current and in-progress sports schedules/ scores	25.9%	4
Sports forecasts (point spreads)	14.6%	5
Agricultural weather forecasts for your area	12.8%	6
Daily agriculture prices for your state	6.5%	7
Stock quotations for NY/AMER/NASDAQ stock exchange	6.1%	8
National commodities quotations	3.1%	9
None of the above	2.1%	

*Multiple Responses Allowed

Table 31

Anticipate Replacing Or Adding Equipment During Next 12 Months

Upgrading	% of TVRO Owners (N=2086)
Yes	20.4%
No	76.3%
No Answer	3.3%

TVRO Usage Patterns (continued)

Table 32

Type Of Equipment Plan On Buying

Type	% of Upgrade Buyers (N=426)	% of Total TVRO Owners (N=2086)
Motorized Activator/ Controller	41.8%	8.5%
Receiver Remote Control	23.5%	4.8%
Receiver	17.8%	3.6%
LNA	9.9%	2.0%
Dish	6.3%	1.3%
Other	30.5%	
No Answer	2.3%	

III. CROSS-TABULATION TABLES

TABLE I

Q.1 HOW LONG HAD SATELLITE EARTH STATION

[illegible]

TABLE 2

Q. 2 REGION

	SATELLITE				STATIONS										INCOME														
	--OWNERSHIP--				--REGION--										--RECEIVE--					--AGE--					--INCOME--				
	LESS THAN ONE TOTAL	1-3 YRS	3 OR MORE YRS		NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	SOTH FIC	PACI FIC	NONE	1-4	5	18- 34	35- 49	OVER 50	UND	\$12M	\$17M	\$18M	\$29M	\$30M	\$49M	\$50M OR MORE					
TOTAL.....	2086	1240	783	54	170	725	337	278	100	100	464	102	1225	736	429	822	813	368	553	715	363								
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100						
NEW ENGLAND	60	47	11	2	60							43	17	8	29	22	9	17	14	17									
(CT, ME, MA, NH, RI, VT)	2.9	3.8	1.4	3.7	35.3							3.5	2.3	1.9	3.5	2.7	2.4	3	1	2.0	4.7								
MID-ATLANTIC	110	73	34	3	110							6	60	43	23	53	32	12	32	43	16								
(DE, DC, MD, NJ, NY, PA)	5.3	5.9	4.3	5.6	64.7							5.9	4.9	5.8	5.4	6.4	3.9	3.3	5.8	6.0	4.4								
EAST-CENTRAL	258	176	77	5		258						6	118	133	61	112	83	37	64	111	40								
(IL, IN, KY, MI, OH, WV)	12.4	14.2	9.8	9.3		35.6						5.9	9.6	18.1	14.2	13.6	10.2	10.1	11.6	15.5	11.0								
WEST-CENTRAL	467	304	151	7		467						24	294	144	107	174	181	98	142	145	59								
(CO, IA, KS, MN, MO, MT, NE, ND, SD, WI, WY)	22.4	24.5	19.3	13.0		64.4						23.5	24.0	19.6	24.9	21.2	22.3	26.6	25.7	20.3	16.3								
SOUTHEAST	337	243	88	6			337					8	177	147	85	154	94	49	104	119	52								
(AL, FL, GA, MS, NC, SC, TN, VA)	16.2	19.6	11.2	11.1			100.0					7.8	14.4	20.0	19.8	18.7	11.6	13.3	18.8	16.6	14.3								
SOUTHWEST	278	193	78	6				278				10	153	111	72	100	104	44	51	115	61								
(AR, LA, NM, OK, TX)	13.3	15.6	10.0	11.1				100.0				9.8	12.5	15.1	16.8	12.2	12.8	12.0	9.2	16.1	16.8								
PACIFIC	464	141	299	23							464	42	309	108	54	152	254	93	120	145	84								
(AK, CA, HI, ID, NH, OR, UT, WA)	22.2	11.4	38.2	42.6							100.0	41.2	25.2	14.7	12.6	18.5	31.2	25.3	21.7	20.3	23.1								
OTHER	86	52	31	2								6	55	25	15	36	34	18	20	17	27								
	4.1	4.2	4.0	3.7								5.9	4.5	3.4	3.5	4.4	4.2	4.9	3.6	2.4	7.4								
NO ANSWER	26	11	14									16	8	4	12	9	8	3	6	7									
	1.2	.9	1.8									1.3	1.1	.9	1.5	1.1	2.2	5	.8	1.9									

TABLE 3

Q.3 PRIMARY USE OF SYSTEM

	SATELLITE										STATIONS										INCOME																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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TABLE 4

0.4 FACTOR THAT CONVINCED YOU TO BUY TVRO SYSTEM

	SATELLITE										STATIONS										INCOME																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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TABLE 5

Q.5 NUMBER OF BROADCAST TELEVISION STATIONS RECEIVE

	SATELLITE										STATIONS										INCOME				
	--OWNERSHIP--										---REGION---										---AGE---				
	LESS THAN										---RECEIVE---										UND				
	ONE	1-3	3 OR MORE	NRTH	MID	SOTH	SOTH	WEST	FIC	PACI	NONE	1-4	5	18-	35-	OVER	\$12M	\$18M	\$30M	OR					
TOTAL	YEAR	YRS	YRS	EAST	WEST	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	34	49	50	\$17M	\$29M	\$49M	MORE					
2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363							
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
102	57	43	2	6	30	8	10	42	102					17	31	53	34	23	26	16					
4.9	4.6	5.5	3.7	3.5	4.1	2.4	3.6	9.1	100.0					4.0	3.8	6.5	9.2	4.2	3.6	4.4					
459	222	224	13	37	153	41	28	161		459				106	155	192	111	135	136	62					
22.0	17.9	28.6	24.1	21.8	21.1	12.2	10.1	34.7		37.5				24.7	18.9	23.6	30.2	24.4	19.0	17.1					
766	453	287	22	66	259	136	125	148		766				160	296	301	117	195	282	131					
36.7	36.5	36.7	40.7	38.8	35.7	40.4	45.0	31.9		62.5				37.3	36.0	37.0	31.8	35.3	39.4	36.1					
315	203	104	6	23	127	59	52	42						315	52	149	112	43	84	118	58				
15.1	16.4	13.3	11.1	13.5	17.5	17.5	18.7	9.1						42.8	12.1	18.1	13.8	11.7	15.2	16.5	16.0				
421	292	117	11	37	150	88	59	66						421	92	179	148	58	113	143	92				
20.2	23.5	14.9	20.4	21.8	20.7	26.1	21.2	14.2						57.2	21.4	21.8	18.2	15.8	20.4	20.0	25.3				
23	13	8		1	6	5	4	5						2	12	7	5	3	10	4					
1.1	1.0	1.0		.6	.8	1.5	1.4	1.1						.5	1.5	.9	1.4	.5	1.4	1.1					
3.24	3.37	3.04	3.20	3.28	3.30	3.54	3.45	2.85	1.00	2.63	4.57	3.22	3.36	3.14	2.94	3.23	3.31	3.41							
1.15	1.16	1.12	1.13	1.14	1.14	1.08	1.05	1.17		.48	.49	1.16	1.13	1.16	1.20	1.15	1.11	1.17							
.03	.03	.04	.15	.09	.04	.06	.06	.05		.01	.02	.06	.04	.04	.06	.05	.04	.06	.05	.04	.06				

NO ANSWER

MEAN

STD. DEV.

STD. ERROR

TABLE 6

Q.6 CURRENTLY HAVE ACCESS TO CABLE TV SYSTEM

	SATELLITE				STATIONS										INCOME					
	--OWNERSHIP--				--REGION--					--RECEIVE--					--AGE--					
	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS		NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18- 34	35- 49	OVER 50	UND \$12M	UND \$17M	UND \$30M	UND \$49M	UND \$50M OR MORE
TOTAL.....	2086 100	1240 100	783 100	54 100	170 100	725 100	337 100	278 100	464 100	102 100	1225 100	736 100	429 100	822 100	813 100	368 100	553 100	715 100	363 100	
YES	552 26.5	352 28.4	181 23.1	16 29.6	24 14.1	197 27.2	96 28.5	104 37.4	92 19.8	13 12.7	169 13.8	362 49.2	121 28.2	236 28.7	187 23.0	75 20.4	141 25.5	203 28.4	117 32.2	
NO	1504 72.1	870 70.2	592 75.6	37 68.5	145 85.3	517 71.3	237 70.3	172 61.9	365 78.7	87 85.3	1037 84.7	368 50.0	306 71.3	584 71.0	602 74.0	285 77.4	406 73.4	504 70.5	241 66.4	
NO ANSWER	30 1.4	18 1.5	10 1.3	1 1.9	1 .6	11 1.5	4 1.2	2 .7	7 1.5	2 2.0	19 1.6	6 .8	2 .5	2 .2	24 3.0	8 2.2	6 1.1	8 1.1	5 1.4	

- 57 -

Q.7 SUBSCRIBER TO SYSTEM																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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TABLE 9

Q.9 TOTAL NUMBER OF HOURS PER WEEK SATELLITE EQUIPMENT
USED BY ALL MEMBERS OF HOUSEHOLD

	SATELLITE										STATIONS										INCOME																
	--OWNERSHIP--										--RECEIVE--										--AGE--																
	ONE	1-3	3 OR	NRTH	MID	SOTH	SOTH	PACI	NONE	1-4	OVER	18-	35-	OVER	\$12M	\$18M	\$30M	\$50M	\$17M	\$29M	\$49M	\$12M	\$18M	\$30M	\$50M	\$17M	\$29M	\$49M	\$12M	\$18M	\$30M	\$50M					
TOTAL	YEAR	YRS	YRS	EAST	WEST	EAST	WEST	FIC	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100	100	100	100	100	100	100	100	100	100					
407	223	170	14	27	133	79	51	98	22	219	161	84	147	171	68	83	129	106	19.5	18.0	21.7	25.9	15.9	18.3	23.4	18.3	21.1	21.6	17.9	21.9	19.6	17.9	21.0	18.5	15.0	18.0	29.2
541	314	213	12	46	180	76	77	133	30	333	172	112	197	227	83	140	197	97	25.9	25.3	27.2	22.2	27.1	24.8	22.6	27.7	28.7	29.4	27.2	23.4	26.1	24.0	27.9	22.6	25.3	27.6	26.7
484	287	180	13	44	171	67	77	107	15	296	169	87	198	193	82	150	167	67	23.2	23.1	23.0	24.1	25.9	23.6	19.9	27.7	23.1	14.7	24.2	23.0	20.3	24.1	23.7	22.3	27.1	23.4	18.5
258	163	88	7	19	93	39	30	59	18	155	82	54	107	95	52	66	92	38	12.4	13.1	11.2	13.0	11.2	12.8	11.6	10.8	12.7	17.6	12.7	11.1	12.6	13.0	11.7	14.1	11.9	12.9	10.5
383	246	128	7	34	142	74	43	65	16	218	146	91	169	120	81	108	127	54	18.4	19.8	16.3	13.0	20.0	19.6	22.0	15.5	14.0	15.7	17.8	19.8	21.2	20.6	14.8	22.0	19.5	17.8	14.9
13	7	4	1	6	2	2	2	2	1	4	6	1	4	7	2	6	3	1	.6	.6	.5	1.9	.8	.6	.6	.6	.4	1.0	.3	.8	.2	.5	.9	.5	1.1	.4	.3
2.84	2.91	2.73	2.64	2.92	2.90	2.86	2.77	2.70	2.76	2.85	2.84	2.90	2.94	2.71	2.99	2.96	2.85	2.55	1.37	1.38	1.36	1.35	1.35	1.38	1.47	1.30	1.32	1.39	1.35	1.42	1.42	1.38	1.33	1.41	1.33	1.35	1.39
.03	.04	.05	.19	.10	.05	.08	.08	.06	.14	.04	.05	.07	.05	.05	.07	.06	.05	.07	.03	.04	.05	.19	.10	.05	.08	.08	.06	.14	.04	.05	.07	.05	.05	.07	.06	.05	.07

TABLE 10

Q.10 SATISFACTION WITH SATELLITE RECEIVING EQUIPMENT

	SATELLITE										STATIONS										INCOME																			
	--OWNERSHIP--										--REGION--										--RECEIVE--										--AGE--									
	ONE		1-3		3 OR		NRTH		SOTH		SOTH		PACI		NONE		1-4		OVER		18-34		35-49		OVER		50-50		\$12M		\$18M		\$30M		\$49M		OR MORE			
TOTL	YEAR	YRS	YRS	YRS	YRS	YRS	EAST	WEST	MID	EAST	WEST	EAST	WEST	FIC	FIC	NONE	1-4	5	5	34	49	35-49	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
EXTREMELY SATISFIED	1305	779	483	39	118	453	210	153	304	69	784	439	255	532	503	220	357	460	220	62.6	62.8	61.7	72.2	69.4	62.5	62.3	55.0	65.5	67.6	64.0	59.6	59.4	64.7	61.9	59.8	64.6	64.3	60.6		
SOMEWHAT SATISFIED	554	326	212	12	39	187	89	89	119	23	317	213	136	198	216	112	130	188	99	26.6	26.3	27.1	22.2	22.9	25.8	26.4	32.0	25.6	22.5	25.9	28.9	31.7	24.1	26.6	30.4	23.5	26.3	27.3		
SO-SO	99	58	40	1	5	38	19	12	18	7	56	32	20	43	36	14	26	36	18	4.7	4.7	5.1	1.9	2.9	5.2	5.6	4.3	3.9	6.9	4.6	4.3	4.7	5.2	4.4	3.8	4.7	5.0	5.0		
SOMEWHAT DISSATISFIED	80	51	28	1	2	28	13	18	15	1	49	27	12	34	32	15	23	21	18	3.8	4.1	3.6	1.9	1.2	3.9	3.9	6.5	3.2	1.0	4.0	3.7	2.8	4.1	3.9	4.1	4.2	2.9	5.0		
VERY DISSATISFIED	33	17	15	1	4	14	4	5	5	1	14	17	6	11	16	4	10	7	7	1.6	1.4	1.9	1.9	2.4	1.9	1.2	1.8	1.1	1.0	1.1	2.3	1.4	1.3	2.0	1.1	1.8	1.0	1.9		
NO ANSWER	15	9	5		2	5	2	1	3	1	5	8								.7	.7	.6		1.2	.7	.6	.4	.6	1.0	.4	1.1		.5	1.2	.8	1.3	.4	.3		
MEAN	4.46	4.46	4.44	4.61	4.58	4.44	4.46	4.32	4.52	4.56	4.48	4.41	4.45	4.47	4.44	4.45	4.47	4.51	4.40																					
STD.DEV.	.88	.87	.89	.78	.81	.90	.86	.96	.81	.75	.85	.91	.82	.87	.90	.84	.90	.80	.93																					
STD.ERROR	.02	.02	.03	.11	.06	.03	.05	.06	.04	.07	.02	.03	.04	.03	.03	.04	.04	.03	.05																					

TABLE 11

Q.11 SATELLITES TUNE-IN ON A REGULAR BASIS
(3 TIMES OR MORE A WEEK)

	SATELLITE		STATIONS										INCOME				
	OWNERSHIP	LESS	REGION	RECEIVE	AGE	UND	OVER	35-	UND	OVER	35-	UND	OVER	35-	UND	OVER	35-
	1-3	3 OR	NRTH	SOTH	SOTH	PACI	NONE	1-4	5	34	49	50	\$12M	\$18M	\$30M	\$49M	\$50M
	YRS	YRS	EAST	WEST	EAST	WEST	FIC										OR
TOTL	YRS	YRS	YRS	YRS	YRS	YRS	YRS										MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SATCOM F4 (SATCOM 4, SAT4, F4)	1145	733	379	26	110	419	203	155	195	46	636	450	229	458	449	178	306
	54.9	59.1	48.4	48.1	64.7	57.8	60.2	55.8	42.0	45.1	51.9	61.1	53.4	55.7	55.2	48.4	55.3
TELSTAR 302/COMSTAR D3 (TELSTAR 2)	275	155	106	12	36	84	48	33	61	17	165	88	50	95	128	43	82
	13.2	12.5	13.5	22.2	21.2	11.6	14.2	11.9	13.1	16.7	13.5	12.0	11.7	11.6	15.7	11.7	14.8
WESTAR 3 (W3)	130	72	55	2	8	45	25	13	33	13	70	45	18	37	73	29	25
	6.2	5.8	7.0	3.7	4.7	6.2	7.4	4.7	7.1	12.7	5.7	6.1	4.2	4.5	9.0	7.9	4.5
TELESTAR 301 (COMSTAR D 1/2)	456	280	162	13	48	158	73	64	86	29	265	157	102	162	188	65	134
	21.9	22.6	20.7	24.1	28.2	21.8	21.7	23.0	18.5	28.4	21.6	21.3	23.8	19.7	23.1	17.7	24.2
WESTAR 4 (W4)	375	206	159	9	31	131	53	51	88	25	224	122	55	123	195	62	102
	18.0	16.6	20.3	16.7	18.2	18.1	15.7	18.3	19.0	24.5	18.3	16.6	12.8	15.0	24.0	16.8	18.4
ANIK D1 (A-D)	185	114	67	3	20	74	24	12	34	13	109	60	35	65	85	33	50
	8.9	9.2	8.6	5.6	11.8	10.2	7.1	4.3	7.3	12.7	8.9	8.2	8.2	7.9	10.5	9.0	9.0
ANIK B (-B)	33	18	15	1	14	7	3	7	2	18	13	7	10	16	3	10	13
	1.6	1.5	1.9	.6	1.9	2.1	1.1	1.5	2.0	1.5	1.8	1.6	1.6	1.2	2.0	.8	1.8
SPACENET 1	83	47	33	3	8	25	10	11	21	8	43	32	17	24	40	17	18
	4.0	3.8	4.2	5.6	4.7	3.4	3.0	4.0	4.5	7.8	3.5	4.3	4.0	2.9	4.9	4.6	3.3
WESTAR 5 (W5)	559	320	224	13	35	183	108	75	123	33	305	213	98	200	257	90	146
	26.8	25.8	28.6	24.1	20.6	25.2	32.0	27.0	26.5	32.4	24.9	28.9	22.8	24.3	31.6	24.5	26.4
COMSTAR D4 (D4)	632	411	208	10	62	233	109	79	110	30	374	222	145	254	230	106	185
	30.3	33.1	26.6	18.5	36.5	32.1	32.3	28.4	23.7	29.4	30.5	30.2	33.8	30.9	28.3	28.8	33.5
SATCOM F3R (F3, SATCOM 3, F3R)	1748	1030	669	42	134	607	265	229	417	88	1044	601	365	691	677	301	461
	83.8	83.1	85.4	77.8	78.8	83.7	78.6	82.4	89.9	86.3	85.2	81.7	85.1	84.1	83.3	81.8	83.4
GALAXY 1 (G1)	1837	1125	668	38	155	635	309	255	387	85	1074	660	396	738	687	311	495
	88.1	90.7	85.3	70.4	91.2	87.6	91.7	91.7	83.4	83.3	87.7	89.7	92.3	89.8	84.5	84.5	89.5
SATCOM FIR (F1, FIR, SATCOM 1)	503	290	194	17	44	170	55	75	132	42	297	159	101	180	220	85	140
	24.1	23.4	24.8	31.5	25.9	23.4	16.3	27.0	28.4	41.2	24.2	21.6	23.5	21.9	27.1	23.1	25.3

TABLE 12

Q.12 CATEGORY OF PROGRAMMING VIEWED MOST FREQUENTLY
BY HOUSEHOLD THROUGH SATELLITE RECEIVING EQUIPMENT

	SATELLITE					STATIONS										AGE					INCOME				
	--OWNERSHIP--					--REGION--					--RECEIVE--														
	LESS THAN ONE TOTAL	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	5	18- 34	35- 49	OVER 50	UNDR \$12M	\$12M \$17M	\$17M \$29M	\$29M \$49M	\$49M OR MORE						
TOTAL.....	2086 100	1240 100	783 100	54 100	170 100	725 100	337 100	278 100	464 100	102 100	1225 100	736 100	429 100	822 100	368 100	553 100	715 100	363 100							
SPORTS	307 14.7	170 13.7	127 16.2	7 13.0	25 14.7	101 13.9	48 14.2	35 12.6	78 16.8	15 14.7	157 12.8	132 17.9	37 8.6	97 11.8	171 21.0	51 13.9	77 13.9	103 14.4	65 17.9						
NEWS	137 6.6	81 6.5	50 6.4	6 11.1	7 4.1	45 6.2	17 5.0	21 7.6	40 8.6	21 20.6	80 6.5	34 4.6	11 2.6	21 2.6	102 12.5	35 9.5	22 4.0	43 6.0	26 7.2						
MOVIES	1380 66.2	856 69.0	490 62.6	31 57.4	118 69.4	470 64.8	242 71.8	188 67.6	290 62.5	53 52.0	821 67.0	494 67.1	305 71.1	620 75.4	445 54.7	227 61.7	376 68.0	489 68.4	239 65.8						
SITUATION COMEDY	19 .9	10 .8	8 1.0	1 1.9	3 1.8	7 1.0	3 .9	2 .7	3 .6	1 1.0	11 .9	6 .8	2 1.9	9 .2	3 1.1	3 .8	9 1.6	6 .8	1 .3						
RELIGIOUS	50 2.4	19 1.5	28 3.6	3 5.6	3 1.8	20 2.8	4 1.2	8 2.9	13 2.8	2 2.0	29 2.4	18 2.4	6 1.4	20 2.4	22 2.7	14 3.8	13 2.4	14 2.0	5 1.4						
SOAPS	14 .7	7 .6	5 .6	2 3.7	1 .6	7 1.0	1 1.0	1 .4	5 1.1	1 1.0	11 .9	2 .3	2 .5	2 .2	10 1.2	5 1.4	4 .7	3 .4	2 .6						
ACTION	11 .5	7 .6	4 .5	2 3.7	2 1.2	3 .4	2 .6	2 .7	2 .4	2 .4	4 .3	5 .7	2 .5	4 .5	5 .6	2 .5	5 .9	3 .4	1 .3						
EDUCATIONAL	30 1.4	15 1.2	13 1.7	2 3.7	4 2.4	14 1.9	3 .9	3 1.1	5 1.1	2 2.0	19 1.6	9 1.2	6 1.4	6 .7	16 2.0	7 1.9	6 1.1	7 1.0	8 2.2						
WEATHER	9 .4	4 .3	3 .4	2 3.7	1 1.2	1 .1	2 .6	2 .5	3 .6	1 1.0	6 .5	2 .3	4 .5	5 .6	2 .5	2 .3	2 .4	4 1.1	1 .3						
CHILDREN'S PROGRAMMING	70 3.4	42 3.4	28 3.6	4 3.6	4 2.4	35 4.8	8 2.4	11 4.0	11 2.4	3 2.9	49 4.0	18 2.4	41 9.6	26 3.2	3 .4	14 3.8	21 3.8	25 3.5	7 1.9						
OTHER	54 2.6	25 2.0	27 3.4	3 3.4	3 1.8	19 2.6	7 2.1	7 2.5	14 3.0	3 2.9	35 2.9	15 2.0	11 2.6	17 2.1	25 3.1	8 2.2	19 3.4	18 2.5	5 1.4						
NO ANSWER	5 .2	4 .3			3 .4	1 .3	1 .3	1 .3	1 .3	3 .2	3 .1	1 .1	3 .1	3 .1	1 2	2 .2	1 .2	2 .3							

TABLE 13

O.13 CATEGORIES OF PROGRAMMING VIEWED NEXT MOST FREQUENTLY

	SATELLITE										STATIONS										INCOME															
	--OWNERSHIP--										--RECEIVE--										AGE															
	LESS THAN										NONE										OVER 18-35-49															
	ONE	1-3	3 OR	SOTH			SOTH			PACI			OVER			OVER			OVER			OVER			OVER			OVER			OVER			OVER		
	YEAR	YRS	YRS	YRS	EAST	MID	WEST	EAST	WEST	FIC	1-4	5	34	49	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50				
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100	100	100	100	100	100	100	100	100				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
	784	465	301	17	70	273	115	110	172	31	462	283	144	349	288	105	211	297	140	100	100	100	100	100	100	100	100	100	100	100	100	100				
	37.6	37.5	38.4	31.5	41.2	37.7	34.1	39.6	37.1	30.4	37.7	38.5	33.6	42.5	35.4	28.5	38.2	41.5	38.6	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	615	320	271	19	47	198	90	73	173	35	367	208	71	208	329	110	171	186	122	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	29.5	25.8	34.6	35.2	27.6	27.3	26.7	26.3	37.3	34.3	30.0	28.3	16.6	25.3	40.5	29.9	30.9	26.0	33.6	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	453	249	190	12	35	149	71	57	115	33	251	163	92	141	216	88	110	151	83	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	21.7	20.1	24.3	22.2	20.6	20.6	21.1	20.5	24.8	32.4	20.5	22.1	21.4	17.2	26.6	23.9	19.9	21.1	22.9	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	294	194	98	2	33	104	48	27	63	13	183	97	89	117	87	53	94	106	31	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	14.1	15.6	12.5	3.7	19.4	14.3	14.2	9.7	13.6	12.7	14.9	13.2	20.7	14.2	10.7	14.4	17.0	14.8	8.5	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	71	42	28	2	27	16	11	13	5	37	27	11	25	34	21	12	25	9	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	3.4	3.4	3.6	1.2	3.7	4.7	4.0	2.8	4.9	3.0	3.7	2.6	3.0	4.2	5.7	2.2	3.5	2.5	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	141	96	41	3	10	49	25	16	27	10	76	54	36	64	39	26	42	52	18	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
	6.8	7.7	5.2	5.6	5.9	6.8	7.4	5.8	5.8	9.8	6.2	7.3	8.4	7.8	4.8	7.1	7.6	7.3	5.0	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	115	80	33	2	11	41	19	23	17	4	69	40	24	55	34	22	30	39	19	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	5.5	6.5	4.2	3.7	6.5	5.7	5.6	8.3	3.7	3.9	5.6	5.4	5.6	6.7	4.2	6.0	5.4	5.5	5.2	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	231	143	80	6	20	82	29	25	63	10	142	76	36	85	109	41	47	87	47	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	11.1	11.5	10.2	11.1	11.8	11.3	8.6	9.0	13.6	9.8	11.6	10.3	8.4	10.3	13.4	11.1	8.5	12.2	12.9	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	256	134	106	14	11	103	36	41	55	13	153	90	38	82	131	58	75	69	44	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	12.3	10.8	13.5	25.9	6.5	14.2	10.7	14.7	11.9	12.7	12.5	12.2	8.9	10.0	16.1	15.8	13.6	9.7	12.1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	351	233	113	4	32	126	67	58	52	14	217	118	141	164	44	57	97	134	50	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	16.8	18.8	14.4	7.4	18.8	17.4	19.9	20.9	11.2	13.7	17.7	16.0	32.9	20.0	5.4	15.5	17.5	18.7	13.8	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	150	96	52	2	18	52	26	12	28	7	91	52	27	67	52	25	41	49	29	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	7.2	7.7	6.6	3.7	10.6	7.2	7.7	4.3	6.0	6.9	7.4	7.1	6.3	8.2	6.4	6.8	7.4	6.9	8.0	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	31	16	11	3	14	3	3	3	9	2	16	12	4	11	13	9	8	3	6	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
	1.5	1.3	1.4	5.6	1.9	1.9	.9	1.1	1.9	2.0	1.3	1.6	.9	1.3	1.6	2.4	1.4	.4	1.7	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		

TABLE 14

Q.14 IMPORTANT SOURCE OF SATELLITE PROGRAM INFORMATION

	SATELLITE										STATIONS										INCOME														
	--OWNERSHIP--										--REGION--										--RECEIVE--										AGE				
	LESS THAN																																		
	TOTL	YEAR	YRS	1-3	3 OR MORE	NRTH	MID	SOth	SOth	PACI	NONE	1-4	5	34	49	35-	OVER	UND	OVER	UND	\$12M	\$18M	\$30M	\$50M	OR	\$17M	\$29M	\$49M	MORE						
						EAST	WEST	EAST	WEST	FIC																									
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363																
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
ORBIT MAGAZINE	553	343	195	13	48	252	92	86	46	22	328	198	125	232	192	81	136	195	118																
	26.5	27.7	24.9	24.1	28.2	34.8	27.3	30.9	9.9	21.6	26.8	26.9	29.1	28.2	23.6	22.0	24.6	27.3	32.5																
SATELLITE-TV WEEK MAGAZINE	1039	576	432	29	79	294	151	115	355	52	631	344	182	407	443	199	276	356	165																
	49.8	46.5	55.2	53.7	46.5	40.6	44.8	41.4	76.5	51.0	51.5	46.7	42.4	49.5	54.5	54.1	49.9	49.8	45.5																
LOCAL NEWSPAPER TV LISTING	49	28	21		4	13	15	9	6		30	19	11	14	24	16	14	11	7																
	2.3	2.3	2.7		2.4	1.8	4.5	3.2	1.3		2.4	2.6	2.6	1.7	3.0	4.3	2.5	1.5	1.9																
TV GUIDE	36	22	12	2	2	15	7	9	2	5	19	12	9	16	10	13	8	10	4																
	1.7	1.8	1.5	3.7	1.2	2.1	2.1	3.2	.4	4.9	1.6	1.6	2.1	1.9	1.2	3.5	1.4	1.4	1.1																
CHANNEL GUIDE MAGAZINE	90	51	35	4	10	32	14	19	14	5	50	34	22	30	38	12	22	30	20																
	4.3	4.1	4.5	7.4	5.9	4.4	4.2	6.8	3.0	4.9	4.1	4.6	5.1	3.6	4.7	3.3	4.0	4.2	5.5																
DISH MAGAZINE	79	59	18	2	7	36	17	7	4	4	39	35	19	35	25	11	21	35	10																
	3.8	4.8	2.3	3.7	4.1	5.0	5.0	2.5	.9	3.9	3.2	4.8	4.4	4.3	3.1	3.0	3.8	4.9	2.8																
NONE OF THE ABOVE	224	153	63	4	19	78	37	30	36	14	115	92	58	84	75	34	70	76	37																
	10.7	12.3	8.0	7.4	11.2	10.8	11.0	10.8	7.8	13.7	9.4	12.5	13.5	10.2	9.2	9.2	12.7	10.6	10.2																
NO ANSWER	16	8	7		1	5	4	3	1		13	2	3	4	6	2	6	2	2																
	.8	.6	.9		.6	.7	1.2	1.1	.2		1.1	.3	.7	.5	.7	.5	1.1	.3	.6																

TABLE 15

Q.15 OPINION OF STATEMENT: THERE IS A NEED FOR BETTER
PROGRAM INFORMATION AND SCHEDULES FOR THE TVRO USER

	SATELLITE										STATIONS										AGE					INCOME				
	--OWNERSHIP--										--RECEIVE--																			
	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	\$12M OR MORE	\$17M	\$29M	\$18M	\$30M	\$50M OR MORE										
TOTAL	2086100	1240100	783100	54100	170100	725100	337100	278100	464100	102100	1225100	736100	429100	822100	813100	368100	553100	715100	363100											
STRONGLY AGREE	82639.6	48038.7	32341.3	1833.3	7845.9	27838.3	12637.4	11742.1	17938.6	4948.0	46337.8	30641.6	15435.9	32739.8	33641.3	13536.7	21939.6	28439.7	15241.9											
SOMEWHAT AGREE	65531.4	40032.3	23530.0	1833.3	4828.2	22931.6	10531.2	9032.4	14831.9	2928.4	39031.8	23131.4	14032.6	25230.7	25831.7	10528.5	17231.1	24434.1	11130.6											
NEITHER AGREE OR DISAGREE	43020.6	25220.3	16521.1	1222.2	2816.5	15321.1	7923.4	5419.4	9620.7	1615.7	26721.8	14119.2	9622.4	17921.8	15018.5	9525.8	12121.9	12918.0	6919.0											
SOMEWHAT DISAGREE	1125.4	756.0	334.2	47.4	137.6	425.8	216.2	114.0	224.7	32.9	695.6	395.3	307.0	425.1	404.9	236.2	264.7	415.7	185.0											
STRONGLY DISAGREE	391.9	201.6	182.3	11.9	21.2	131.8	51.5	31.1	143.0	54.9	242.0	91.2	61.4	172.1	151.8	41.1	112.0	111.5	92.5											
NO ANSWER	241.2	131.0	91.1	11.9	1.6	101.4	1.3	11.1	51.1	121.0	101.4	3.7	5.6	141.7	61.6	4.7	46.8	41.1	4.1											
MEAN	4.03	4.01	4.05	3.91	4.11	4.00	3.97	4.12	3.99	4.12	3.99	4.08	3.95	4.02	4.08	3.95	4.02	4.06	4.06											
STD.DEV.	1.00	.99	1.00	1.01	1.01	1.00	1.00	.93	1.03	1.09	1.00	.97	1.00	1.01	.99	.99	.99	.97	1.02											
STD.ERROR	.02	.03	.04	.14	.08	.04	.05	.06	.05	.11	.03	.04	.05	.04	.03	.05	.04	.04	.05											

TABLE 16

Q. 16 TYPES OF INFORMATION WOULD USE ON REGULAR BASIS

	SATELLITE		STATIONS										INCOME-				
	OWNERSHIP--		REGION--										RECEIVE--				
	LESS	THAN	3 OR	1-3	4	5	6	7	8	9	10	11	12	13	14	15	16
	TOTAL	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	1760	1067	643	44	145	602	280	251	385	85	1027	630	362	704	676	285	467
	84.4	86.0	82.1	81.5	85.3	83.0	83.1	90.3	83.0	83.3	83.8	85.6	84.4	85.6	83.1	77.4	84.4
	1389	841	510	35	120	462	246	174	311	62	812	504	296	565	518	239	376
	66.6	67.8	65.1	64.8	70.6	63.7	73.0	62.6	67.0	60.8	66.3	68.5	69.0	68.7	63.7	64.9	68.0
	127	61	58	8	13	46	14	20	27	6	74	47	15	41	69	15	21
	6.1	4.9	7.4	14.8	7.6	6.3	4.2	7.2	5.8	5.9	6.0	6.4	3.5	5.0	8.5	4.1	3.8
	135	74	59	2	4	80	11	13	21	10	87	34	43	48	42	38	30
	6.5	6.0	7.5	3.7	2.4	11.0	3.3	4.7	4.5	9.8	7.1	4.6	10.0	5.8	5.2	10.3	5.4
	905	544	331	26	72	309	166	135	197	45	550	301	171	342	386	152	244
	43.4	43.9	42.3	48.1	42.4	42.6	49.3	48.6	42.5	44.1	44.9	40.9	39.9	41.6	47.5	41.3	44.1
	64	36	25	3	2	31	8	6	15	3	47	13	15	25	22	17	11
	3.1	2.9	3.2	5.6	1.2	4.3	2.4	2.2	3.2	2.9	3.8	1.8	3.5	3.0	2.7	4.6	2.0
	540	309	220	9	39	181	90	65	134	28	289	220	104	221	211	66	135
	25.9	24.9	28.1	16.7	22.9	25.0	26.7	23.4	28.9	27.5	23.6	29.9	24.2	26.9	26.0	17.9	24.4
	305	180	116	7	26	91	54	43	74	5	169	125	57	135	112	45	75
	14.6	14.5	14.8	13.0	15.3	12.6	16.0	15.5	15.9	4.9	13.8	17.0	13.3	16.4	13.8	12.2	13.6
	268	141	118	6	8	114	37	28	61	15	188	61	65	93	108	76	68
	12.8	11.4	15.1	11.1	4.7	15.7	11.0	10.1	13.1	14.7	15.3	8.3	15.2	11.3	13.3	20.7	12.3
	44	24	20		6	15	2	6	11	4	24	16	11	16	16	14	12
	2.1	1.9	2.6		3.5	2.1	.6	2.2	2.4	3.9	2.0	2.2	2.6	1.9	2.0	3.8	2.2
	9	4	3	1	1	3	2	2	2	6	2	2	2	2	5	1	1
	.4	.3	.4	1.9	.6	.4	.6	.4	.4	.5	.3	.2	.2	.2	.6	.3	.2

TABLE 17

0.17 MAIN BENEFIT EXPECTED FROM SATELLITE RECEIVING EQUIPMENT

	SATELLITE										STATIONS										INCOME																			
	--OWNERSHIP--										--REGION--										--RECEIVE--										--AGE--									
	ONE	1-3	4-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-70	71-75	76-80	81-85	86-90	91-95	96-100	101-105	106-110	111-115	116-120	121-125	126-130	131-135	136-140	141-145	146-150	151-155	156-160	161-165	166-170	171-175	176-180		
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
GET BETTER RECEPTION	284	151	126	6	26	87	27	34	94	37	196	44	35	95	149	70	79	75	50																					
MORE CHANNELS/WIDER VARIETY OF CHANNELS	13.6	12.2	16.1	11.1	15.3	12.0	8.0	12.2	20.3	36.3	16.0	6.0	8.2	11.6	18.3	19.0	14.3	10.5	13.8																					
BETTER QUALITY OF PROGRAMS	1263	776	456	28	110	438	220	166	266	34	774	446	296	496	464	201	336	458	224																					
MORE MOVIES	60.5	62.6	58.2	51.9	64.7	60.4	65.3	59.7	57.3	33.3	63.2	60.6	69.0	60.3	57.1	54.6	60.8	64.1	61.7																					
MORE SPORTS	169	96	64	9	11	59	25	23	40	3	107	56	35	66	65	30	50	57	22																					
GOOD VALUE FOR THE MONEY	8.1	7.7	8.2	16.7	6.5	8.1	7.4	8.3	8.6	2.9	8.7	7.6	8.2	8.0	8.0	8.2	9.0	8.0	6.1																					
FOR CHILDREN'S PROGRAMMING	132	86	44	2	9	50	28	22	15	4	60	68	22	71	39	28	35	43	19																					
OTHER	6.3	6.9	5.6	3.7	5.3	6.9	8.3	7.9	3.2	3.9	4.9	9.2	5.1	8.6	4.8	7.6	6.3	6.0	5.2																					
NO ANSWER	73	42	28	1	5	30	15	10	9	1	27	43	7	25	41	11	19	24	18																					
	3.5	3.4	3.6	1.9	2.9	4.1	4.5	3.6	1.9	1.0	2.2	5.8	1.6	3.0	5.0	3.0	3.4	3.4	5.0																					
	86	50	32	4	3	31	14	11	20	4	26	55	14	42	27	9	20	32	17																					
	4.1	4.0	4.1	7.4	1.8	4.3	4.2	4.0	4.3	3.9	2.1	7.5	3.3	5.1	3.3	2.4	3.6	4.5	4.7																					
	12	6	6			6	1	3	2	1	10	1	3	7	1	4	1	4	2																					
	6	5	8			.8	.3	1.1	.4	1.0	.8	.1	.7	.9	.1	1.1	.2	.6	.6																					
	59	28	25	4	4	21	6	9	18	18	19	22	15	20	23	14	12	19	11																					
	2.8	2.3	3.2	7.4	2.4	2.9	1.8	3.2	3.9	17.6	1.6	3.0	3.5	2.4	2.8	3.8	2.2	2.7	3.0																					
	8	5	2		2	3	1				6	1	2	4	1	1	1	3																						
	.4	.4	.3		1.2	.4	.3				.5	.1	.5		.5	.3	.2	.4																						

TABLE 18

Q.18 HOW MUCH SPENT ON SATELLITE RECEIVING EQUIPMENT

SATELLITE		STATIONS										INCOME			
--OWNERSHIP--		---REGION---										---RECEIVE---			
LESS															
THAN															
ONE															
1-3															
YRS															
3 OR															
MORE															
YRS															
TOTAL															
2086															
100															
40															
1.9															
982															
47.1															
921															
44.2															
109															
5.2															
26															
1.2															
8															
.4															
2.57															
.68															
.01															

TABLE 19

Q 24 CURRENTLY OWN AND HAVE IN HOME:

	SATELLITE			STATIONS										INCOME									
	--OWNERSHIP--			--REGION--					--RECEIVE--					--AGE--					--INCOME--				
	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NORTH EAST	MID WEST	SOUTH EAST	SOUTH WEST	PACIFIC	NONE	1-4	OVER 5	18-34	35-49	OVER 50	UNDER \$12M	\$12M-\$17M	\$17M-\$29M	\$30M OR MORE					
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
A PERSONAL COMPUTER	427	242	170	13	34	130	66	77	99	20	214	189	87	226	111	34	75	183	119				
	20.5	19.5	21.7	24.1	20.0	17.9	19.6	27.7	21.3	19.6	17.5	25.7	20.3	27.5	13.7	9.2	13.6	25.6	32.8				
A VIDEOTAPE RECORDER	825	457	332	32	64	252	138	130	189	34	406	375	166	392	260	75	177	319	223				
	39.5	36.9	42.4	59.3	37.6	34.8	40.9	46.8	40.7	33.3	33.1	51.0	38.7	47.7	32.0	20.4	32.0	44.6	61.4				
MORE THAN ONE TELEVISION SET	1668	998	617	47	136	570	290	226	359	56	949	643	313	713	630	252	425	604	319				
	80.0	80.5	78.8	87.0	80.0	78.6	86.1	81.3	77.4	54.9	77.5	87.4	73.0	86.7	77.5	68.5	76.9	84.5	87.9				
AMATEUR RADIO OPERATOR EQUIPMENT	177	98	68	11	5	61	34	23	44	6	91	78	29	74	72	24	44	67	37				
	8.5	7.9	8.7	20.4	2.9	8.4	10.1	8.3	9.5	5.9	7.4	10.6	6.8	9.0	8.9	6.5	8.0	9.4	10.2				
NONE OF THE ABOVE	272	163	104	4	20	107	26	32	71	32	194	45	71	61	140	84	87	66	25				
	13.0	13.1	13.3	7.4	11.8	14.8	7.7	11.5	15.3	31.4	15.8	6.1	16.6	7.4	17.2	22.8	15.7	9.2	6.9				
NO ANSWER	24	15	8	3	3	6	3	3	6	2	12	8	6	6	4	4	8	4	2				
	1.2	1.2	1.0	1.8	1.8	1.8	1.9	1.1	1.3	2.0	1.0	1.1	1.4	1.7	1.5	1.1	1.4	1.6	1.6				

TABLE 21

Q.23 POPULATION

	SATELLITE										STATIONS										INCOME												
	--OWNERSHIP--										--RECEIVE--										--AGE--												
	LESS THAN			3 OR MORE			NRTH		MID		SOTH		SOTH		PACI		OVER		18-		35-		OVER		\$12M		\$18M		\$30M		\$50M		
	ONE	1-3	YRS	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	34	49	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	
TOTAL	538	340	177	18	46	189	86	84	79	15	205	313	117	225	186	83	129	182	117														
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100														
LESS THAN 10,000	210	134	68	8	26	90	22	22	32	8	109	93	40	82	86	46	61	63	30														
	39.0	39.4	38.4	44.4	56.5	47.6	25.6	26.2	40.5	53.3	53.2	29.7	34.2	36.4	46.2	55.4	47.3	34.6	25.6														
10,001-25,000	78	47	28	3	8	30	19	10	8	1	27	50	23	26	27	11	16	33	14														
	14.5	13.8	15.8	16.7	17.4	15.9	22.1	11.9	10.1	6.7	13.2	16.0	19.7	11.6	14.5	13.3	12.4	18.1	12.0														
25,001-50,000	67	36	30	1	1	18	15	11	17	3	19	45	18	30	18	9	22	22	12														
	12.5	10.6	16.9	5.6	2.2	9.5	17.4	13.1	21.5	20.0	9.3	14.4	15.4	13.3	9.7	10.8	17.1	12.1	10.3														
50,001-100,000	49	33	15	1	2	16	8	13	5	1	16	30	10	29	10	2	11	23	13														
	9.1	9.7	8.5	5.6	4.3	8.5	9.3	15.5	6.3	6.7	7.8	9.6	8.5	12.9	5.4	2.4	8.5	12.6	11.1														
OVER 100,000	111	72	32	5	7	24	19	28	13	1	27	82	23	49	35	9	16	33	44														
	20.6	21.2	18.1	27.8	15.2	12.7	22.1	33.3	16.5	6.7	13.2	26.2	19.7	21.8	18.8	10.8	12.4	18.1	37.6														
NO ANSWER	23	18	4		2	11	3		4	1	7	13	3	9	10	6	3	8	4														
	4.3	5.3	2.3		4.3	5.8	3.5		5.1	6.7	3.4	4.2	2.6	4.0	5.4	7.2	2.3	4.4	3.4														
MEAN	2.56	2.57	2.51	2.56	2.00	2.18	2.80	3.18	2.45	2.00	2.12	2.86	2.59	2.71	2.32	1.92	2.25	2.60	3.24														
STD. DEV.	1.60	1.62	1.52	1.71	1.49	1.47	1.50	1.62	1.51	1.31	1.48	1.61	1.53	1.61	1.58	1.37	1.45	1.54	1.67														
STD. ERROR	.07	.09	.12	.40	.22	.11	.16	.18	.17	.35	.11	.09	.14	.11	.12	.16	.13	.12	.16														

NO ANSWER

MEAN

STD. DEV.

STD. ERROR

Q. 24 HOW FAR FROM RESIDENCE IS NEAREST CITY OF
100,000 POPULATION OR LARGER

	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL.....	635	419	197	17	50	214	151	110	82	13	298	317	135	295	201	76	152	250	136
	30.4	33.8	25.2	31.5	29.4	29.5	44.8	39.6	17.7	12.7	24.3	43.1	31.5	35.9	24.7	20.7	27.5	35.0	37.5
LESS THAN 50 MILES	1306	732	539	31	114	468	162	140	359	87	871	335	264	474	558	280	371	427	181
MORE THAN 50 MILES	62	6	59.0	68.8	57.4	67.1	64.6	48.1	50.4	77.4	85.3	71.1	45.5	61.5	57.7	68.6	76.1	67.1	59.7
	4.1	4.4	3.3	5.6	1.2	3.6	3.9	6.8	2.6	2.0	2.0	8.0	4.2	4.7	3.3	1.4	2.9	3.8	9.1
LIVE IN A CITY OF 100,000 OR MORE	86	55	26	3	2	26	13	19	12	25	59	18	39	27	5	16	27	33	33
	4.1	4.4	3.3	5.6	1.2	3.6	3.9	6.8	2.6	2.0	2.0	8.0	4.2	4.7	3.3	1.4	2.9	3.8	9.1
NO ANSWER	59	34	21	3	4	17	11	9	11	2	31	25	12	14	27	7	14	11	13
	2.8	2.7	2.7	5.6	2.4	2.3	3.3	3.2	2.4	2.0	2.5	3.4	2.8	1.7	3.3	1.9	2.5	1.5	3.6

TABLE 23

Q.25 ANTICIPATE REPLACING OR ADDING TO SATELLITE
RECEIVING EQUIPMENT DURING NEXT 12 MONTHS

	SATELLITE				REGION				STATIONS				AGE				INCOME			
	--OWNERSHIP--				--RECEIVE--				--RECEIVE--				--RECEIVE--				--RECEIVE--			
	LESS ONE YEAR	1-3 YRS	3 OR MORE YRS	TOTAL	EAST	MID WEST	SOUTH EAST	SOUTH WEST	PACI FIC	NONE	1-4	5	18- 34	35- 49	OVER 50	UND R	\$12M \$17M	\$18M \$29M	\$30M \$49M	OR MORE
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100
YES	426	230	176	17	41	138	68	58	96	20	243	160	115	195	110	61	113	168	72	20.4
NO	1591	975	578	34	123	565	258	215	348	78	943	553	305	610	670	292	420	533	284	76.3
NO ANSWER	69	35	29	3	6	22	11	5	20	4	39	23	9	17	33	15	20	14	7	3.3
	2.8	3.7	5.6	3.5	3.0	3.3	1.8	4.3	3.9	3.2	3.1	2.1	2.1	2.1	4.1	4.1	3.6	2.0	1.9	

TABLE 24

0.26 EQUIPMENT PLAN ON BUYING

	SATELLITE			STATIONS										INCOME		
	--OWNERSHIP--			---REGION---										---AGE---		
	LESS THAN ONE YEAR	1-3 YRS	3 OR MORE YRS	NORTH EAST	MID WEST	SOUTH EAST	SOUTH WEST	PACIFIC	NONE	1-4	5	18-34	35-49	OVER 50	UNDRECEIVED	\$50M OR MORE
TOTAL	426	230	176	17	41	138	68	58	96	20	243	160	115	195	110	113
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISH	27	8	15	3	2	10	4	4	4	1	12	14	6	15	6	5
	6.3	3.5	8.5	17.6	4.9	7.2	5.9	6.9	4.2	5.0	4.9	8.7	5.2	7.7	5.5	8.2
RECEIVER	76	33	40	3	8	20	16	11	14	3	43	29	22	39	13	9
	17.8	14.3	22.7	17.6	19.5	14.5	23.5	19.0	14.6	15.0	17.7	18.1	19.1	20.0	11.8	14.8
LNA	42	14	26	2	5	14	7	7	7	3	17	22	13	20	8	5
	9.9	6.1	14.8	11.8	12.2	10.1	10.3	12.1	7.3	15.0	7.0	13.7	11.3	10.3	7.3	8.2
MOTORIZED ACTIVATOR/CONTROLLER	178	88	83	6	10	54	20	31	54	12	119	46	47	84	45	32
	41.8	38.3	47.2	35.3	24.4	39.1	29.4	53.4	56.2	60.0	49.0	28.7	40.9	43.1	40.9	52.5
RECEIVER REMOTE CONTROL	100	56	39	4	11	25	20	20	16	2	60	38	29	41	28	16
	23.5	24.3	22.2	23.5	26.8	18.1	29.4	34.5	16.7	10.0	24.7	23.7	25.2	21.0	25.5	26.2
OTHER	130	77	49	4	14	51	23	14	22	7	58	64	40	61	27	14
	30.5	33.5	27.8	23.5	34.1	37.0	33.8	24.1	22.9	35.0	23.9	40.0	34.8	31.3	24.5	23.0
NO ANSWER	10	6	3	1	1	6	2				7	3		6	4	2
	2.3	2.6	1.7	5.9	2.4	4.3	2.9				2.9	1.9		3.1	3.6	3.3

TABLE 25

Q. 27 AGE

	SATELLITE										STATIONS										INCOME									
	--OWNERSHIP--										--RECEIVE--										--AGE--									
	LESS	THAN	ONE	1-3	4 OR	5 OR	6 OR	7 OR	8 OR	9 OR	NONE	1-4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-24	24	16	7	1	2	11	5	5	1	17	7	24	1	13	5	1	1.4	2.4	.7	.3										
25-34	405	275	125	5	29	157	80	67	53	17	249	137	405				77	126	151	44										
35-49	822	505	297	17	82	286	154	100	152	31	451	328	822	100.0			83	196	337	179										
50-59	380	219	147	12	28	126	59	52	94	19	227	131					22.6	35.4	47.1	49.3										
60 AND OLDER	433	214	197	19	26	138	35	52	160	34	266	129					380	58	100	122	76									
NO ANSWER	22	11	10	3	7	4	2	4	1	15	4						46.7	15.8	18.1	17.1	20.9									
MEAN	3.38	3.28	3.52	3.80	3.28	3.31	3.12	3.29	3.78	3.69	3.39	3.33	1.94	3.00	4.53	3.70	3.32	3.22	3.41											
STD. DEV.	1.06	1.04	1.07	1.08	.97	1.06	.94	1.08	1.05	1.11	1.08	1.00	.23	.50	1.22	1.11	.95	.91												
STD. ERROR	.02	.03	.04	.15	.07	.04	.05	.07	.05	.11	.03	.04	.01	.02	.06	.05	.04	.05												

TABLE 26

Q.28 FAMILY STATUS OF HOUSEHOLD

	SATELLITE										STATIONS										INCOME									
	--OWNERSHIP--										--REGION--										--AGE--									
	LESS THAN																													
	ONE	1-3	MORE	3 OR	NRTH	MID	SOTH	SOTH	PACI	NONE	1-4	5	18-34	35-49	OVER 50	UNDR \$12M	\$17M	\$18M	\$29M	\$30M	\$49M	\$50M								
TOTAL	YEAR	YRS	YRS	YRS	EAST	WEST	EAST	WEST	FIC																					
2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363												
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100								
SINGLE, NO CHILDREN	145	84	54	7	15	50	26	18	25	6	79	59	54	43	48	38	45	29	27											
	7.0	6.8	6.9	13.0	8.8	6.9	7.7	6.5	5.4	5.9	6.4	8.0	12.6	5.2	5.9	10.3	8.1	4.1	7.4											
SINGLE, CHILDREN HOME	41	21	19		9	8	6	5	9	2	21	17	11	22	8	11	13	10	5											
	2.0	1.7	2.4		5.3	1.1	1.8	1.8	1.9	2.0	1.7	2.3	2.6	2.7	1.0	3.0	2.4	1.4	1.4											
SINGLE, CHILDREN GROWN	48	30	16	2	3	12	12	7	11	2	31	15		13	35	20	14	6	5											
	2.3	2.4	2.0	3.7	1.8	1.7	3.6	2.5	2.4	2.0	2.5	2.0		1.6	4.3	5.4	2.5	.8	1.4											
MARRIED, NO CHILDREN	236	137	92	5	17	71	45	33	60	13	131	89	66	72	97	40	65	85	39											
	11.3	11.0	11.7	9.3	10.0	9.8	13.4	11.9	12.9	12.7	10.7	12.1	15.4	8.8	11.9	10.9	11.8	11.9	10.7											
MARRIED, CHILDREN HOME	942	612	311	18	77	361	172	131	156	37	544	351	298	546	91	128	244	377	165											
	45.2	49.4	39.7	33.3	45.3	49.8	51.0	47.1	33.6	36.3	44.4	47.7	69.5	66.4	11.2	34.8	44.1	52.7	45.5											
MARRIED, CHILDREN GROWN	657	346	285	22	45	217	74	83	202	41	404	205		124	527	127	172	205	121											
	31.5	27.9	36.4	40.7	26.5	29.9	22.0	29.9	43.5	40.2	33.0	27.9		15.1	64.8	34.5	31.1	28.7	33.3											
NO ANSWER	17	10	6		4	6	2	1	1	1	15			2	7	4		3	1											
	.8	.8	.8		2.4	.8	.6	.4	.2	1.0	1.2			.2	.9	1.1		.4	.3											

TABLE 27

Q. 29 INCOME

	SATELLITE						STATIONS												INCOME			
	--OWNERSHIP-- LESS THAN						-----REGION-----						---RECEIVE---									
	ONE YEAR	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	PACI FIC	NONE	1-4	OVER 5	18- 34	35- 49	OVER 50	UNDR \$12M \$17M	\$18M \$29M	\$30M \$49M	\$50M OR MORE					
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363			
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
UNDER \$12,000	127	82	40	4	8	44	16	15	32	12	80	34	22	23	79	127						
	6.1	6.6	5.1	7.4	4.7	6.1	4.7	5.4	6.9	11.8	6.5	4.6	5.1	2.8	9.7	34.5						
\$12,000-\$17,999	241	148	84	8	13	91	33	29	61	22	148	67	60	60	121	241						
	11.6	11.9	10.7	14.8	7.6	12.6	9.8	10.4	13.1	21.6	12.1	9.1	14.0	7.3	14.9	65.5						
\$18,000-\$29,999	553	330	209	12	49	206	104	51	120	23	330	197	139	196	214		553					
	26.5	26.6	26.7	22.2	28.8	28.4	30.9	18.3	25.9	22.5	26.9	26.8	32.4	23.8	26.3		100.0					
\$30,000-\$49,999	715	438	261	12	57	256	119	115	145	26	418	261	156	337	219		715					
	34.3	35.3	33.3	22.2	33.5	35.3	35.3	41.4	31.2	25.5	34.1	35.5	36.4	41.0	26.9		100.0					
\$50,000 OR ABOVE	363	193	158	12	33	99	52	61	84	16	193	150	45	179	135		363					
	17.4	15.6	20.2	22.2	19.4	13.7	15.4	21.9	18.1	15.7	15.8	20.4	10.5	21.8	16.6		100.0					
REFUSED	87	49	31	6	10	29	13	7	22	3	56	27	7	27	45							
	4.2	4.0	4.0	11.1	5.9	4.0	3.9	2.5	4.7	2.9	4.6	3.7	1.6	3.3	5.5							
MEAN	3.47	3.43	3.55	3.42	3.59	3.40	3.49	3.66	3.43	3.12	3.42	3.60	3.34	3.74	3.27	1.65	3.00	4.00	5.00			
STD.DEV.	1.11	1.11	1.10	1.26	1.06	1.08	1.03	1.11	1.16	1.27	1.11	1.07	1.02	.98	1.22	.48						
STD.ERROR	.02	.03	.04	.18	.08	.04	.06	.07	.05	.13	.03	.04	.05	.03	.04	.02						

TABLE 28

Q.30 EDUCATION

	SATELLITE										STATIONS										INCOME																													
	--OWNERSHIP--										--REGION--										--RECEIVE--										--AGE--										--INCOME--									
	LESS THAN																																																	
	ONE	1-3	3 OR	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																				
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100	100	100	100	100	100	100																				
LESS THAN HIGH SCHOOL	230	150	74	4	13	93	39	22	41	15	122	91	29	72	125	85	64	53	18	11.0	12.1	9.5	7.4	7.6	12.8	11.6	7.9	8.8	14.7	10.0	12.4																			
HIGH SCHOOL GRAD	709	444	248	15	64	284	117	77	136	33	437	235	153	264	288	143	212	242	79	34.0	35.8	31.7	27.8	37.6	39.2	34.7	27.7	29.3	32.4	35.7	31.9	35.7																		
SOME COLLEGE OR VO-TECH	684	381	277	25	50	216	111	98	181	28	401	245	168	290	223	107	187	254	115	32.8	30.7	35.4	46.3	29.4	29.8	32.9	35	39.0	27.5	32.7	33.3	39.2	35.3	27.4																
COLLEGE GRAD	281	154	119	6	19	84	41	52	66	14	158	105	62	125	93	19	65	115	74	13.5	12.4	15.2	11.1	11.2	11.6	12.2	18.7	14.2	13.7	12.9	14.3	14.5	15.2	11.4																
GRAD SCHOOL	169	103	61	4	23	44	26	28	37	12	98	58	16	69	82	13	24	50	76	8.1	8.3	7.8	7.4	13.5	6.1	7.7	10.1	8.0	11.8	8.0	7.9	3.7	8.4	10.1	3.5	4.3	7.0	20.9												
NO ANSWER	13	8	4		1	4	3	1	3		9	2	1	2	2	1	1	1	1	.6	.6	.5		.6	.9	.4	.6				.7	.3	.2	.2	.3	.2	.1	3												
MEAN	2.73	2.69	2.80	2.83	2.85	2.59	2.69	2.95	2.83	2.75	2.73	2.73	2.73	2.82	2.65	2.27	2.59	2.81	3.31	1.08	1.10	1.06	.98	1.15	1.05	1.08	1.09	1.04	1.21	1.07	1.10	.92	1.06	1.17	.99	99	1.02	1.17												
STD.DEV.	.02	.03	.04	.13	.09	.04	.06	.07	.05	.12	.03	.04	.04	.04	.04	.04	.04	.04	.06	.02	.03	.04	.06	.07	.05	.12	.03	.04	.04	.04	.04	.04	.04	.04	.04	.04	.04	.06												
STD.ERROR																																																		

TABLE 29

Q.31 OCCUPATION

	SATELLITE				STATIONS												INCOME														
	--OWNERSHIP--				REGION				RECEIVE				AGE				INCOME														
	LESS THAN		3 OR MORE		NRTH		SOTH		MID		EAST		WEST		PACI		NONE		1-4		OVER		18-35		OVER		UND		\$50M OR MORE		
	TOTL	YEAR	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100	100	100	100	100	100	100	
EXECUTIVE	135	63	64	8	11	40	23	27	25	6	66	60	15	71	48	5	16	38	75	6.5	5.1	8.2	14.8	6.5	5.5	6.8	9.7	5.4	5.9	5.4	5.9
PROFESSIONAL	436	272	155	8	45	135	92	63	79	20	235	178	100	224	108	27	100	180	109	20	9	21.9	19.8	14.8	26.5	18.6	27.3	22.7	17.0	19.6	19.2
TECHNICAL	302	190	102	9	34	97	59	44	55	8	181	105	91	147	62	21	64	170	40	14.5	15.3	13.0	16.7	20.0	13.4	17.5	15.8	11.9	7.8	14.8	14.3
SALES	88	53	30	5	4	39	13	16	14	4	46	38	28	39	20	10	25	35	17	4.2	4	3	3.8	9.3	2.4	5.4	3.9	5.8	3.0	3.9	3.8
SERVICE	150	100	44	4	14	56	23	23	28	9	86	53	31	81	38	29	47	53	14	7.2	8.1	5.6	7.4	8.2	7.7	6.8	8.3	6.0	8.8	7.0	7.2
AGRICULTURE	192	102	87	2	5	97	12	18	42	11	136	42	56	69	66	59	48	44	33	9.2	8.2	11.1	3.7	2.9	13.4	3.6	6.5	9.1	10.8	11.1	5.7
RETIRED, UNEMPLOYED, HOUSEWIFE	424	222	187	13	27	128	36	51	160	34	256	132	3	27	390	150	128	82	41	20.3	17.9	23.9	24.1	15.9	17.7	10.7	18.3	34.5	33.3	20.9	17.9
STUDENT	319	208	106	4	25	118	69	32	56	10	192	116	91	152	76	61	115	100	33	15.3	16.8	13.5	7.4	14.7	16.3	20.5	11.5	12.1	9.8	15.7	15.8
OTHER	40	30	8	1	5	15	10	4	5		27	12	14	12	5	6	10	13	1	1.9	2.4	1.0	1.9	2.9	2.1	3.0	1.4	1.1	2.2	1.6	3.3
NO ANSWER	1.9	2.4	1.0	1.9	2.9	2.1	3.0	1.4	1.1		2.2	1.6	3.3	1.5	.6	1.6	1.8	1.8	.3												

TABLE 30

Q.34 PUBLICATIONS SUBSCRIBE OR READ REGULARLY

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TOTL	YEAR	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS	YRS

TABLE 31

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-ABC

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Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-CBS																								
SATELLITE										STATIONS					INCOME									
--OWNERSHIP--					--REGION--					--RECEIVE--					--AGE--									
LESS THAN					3 OR MORE					PACI					UNDR									
ONE	1-3	YRS	YRS	YRS	NRTH	MID	SOTH	SOTH	WEST	EAST	WEST	FIC	NONE	1-4	5	34	35-	OVER	\$12M	\$18M	\$30M	\$49M	\$50M	
TOTL	YEAR	YRS	YRS	YRS	EAST	WEST	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	34	35-	OVER	\$12M	\$18M	\$30M	\$49M	\$50M		
2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363						
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
700	434	252	12	66	241	105	110	154	34	411	246	113	258	325	119	194	250	116						
33.6	35.0	32.2	22.2	38.8	33.2	31.2	39.6	33.2	33.3	33.6	33.4	26.3	31.4	40.0	32.3	35.1	35.0	32.0						
426	268	146	10	39	151	70	52	89	27	252	143	102	201	120	64	116	145	81						
20.4	21.6	18.6	18.5	22.9	20.8	20.8	18.7	19.2	26.5	20.6	19.4	23.8	24.5	14.8	17.4	21.0	20.3	22.3						
214	113	93	7	19	71	35	26	52	15	126	71	61	71	79	40	48	79	35						
10.3	9.1	11.9	13.0	11.2	9.8	10.4	9.4	11.2	14.7	10.3	9.6	14.2	8.6	9.7	10.9	8.7	11.0	9.6						
746	425	292	25	46	262	127	90	169	26	436	276	153	292	289	145	195	241	131						
35.8	34.3	37.3	46.3	27.1	36.1	37.7	32.4	36.4	25.5	35.6	37.5	35.7	35.5	35.5	39.4	35.3	33.7	36.1						

TABLE 33

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-NBC

	SATELLITE										STATIONS										INCOME									
	--OWNERSHIP--					--REGION--					--RECEIVE--					--AGE--					--INCOME--									
	LESS THAN					3 OR MORE																								
	ONE	1-3	3 OR	NRTH	MID	SOth	SOth	PACI		OVER	18-	35-	OVER	50	50	50	UND	UND	\$12M	\$18M	\$30M	\$50M								
	YEAR	YRS	YRS	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	34	49	50	50	50	\$17M	\$29M	\$49M	MORE	OR									
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363											
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100									
YES,VIEWED DURING LAST 24 HOURS	642	384	241	15	49	240	88	95	147	27	381	230	118	240	281	109	166	232	107											
	30.8	31.0	30.8	27.8	28.8	33.1	26.1	34.2	31.7	26.5	31.1	31.2	27.5	29.2	34.6	29.6	30.0	32.4	29.5											
YES,VIEWED DURING LAST 7 DAYS	437	268	160	9	38	158	65	53	90	25	240	164	117	193	123	56	122	157	88											
	20.9	21.6	20.4	16.7	22.4	21.8	19.3	19.1	19.4	24.5	19.6	22.3	27.3	23.5	15.1	15.2	22.1	22.0	24.2											
YES,VIEWED DURING LAST 30 DAYS	220	130	81	8	17	69	45	29	54	14	136	68	61	81	76	45	44	83	37											
	10.5	10.5	10.3	14.8	10.0	9.5	13.4	10.4	11.6	13.7	11.1	9.2	14.2	9.9	9.3	12.2	8	0	11	6	10.2									
NO ANSWER	787	458	301	22	66	258	139	101	173	36	468	274	133	308	333	158	221	243	131											
	37.7	36.9	38.4	40.7	38.8	35.6	41.2	36.3	37.3	35.3	38.2	37.2	31.0	37.5	41.0	42.9	40.0	34.0	36.1											

TABLE 34

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-WTBS ATLANTA

	SATELLITE										STATIONS										AGE					INCOME													
	--OWNERSHIP--										---RECEIVE---																												
	LESS	ONE	1-3	3 OR	NRTH	MID	SOTH	SOTH	PACI		NONE	1-4	5	18-	35-	OVER	UND	\$12M	\$18M	\$29M	\$49M	\$50M	OR	\$30M	OR	\$50M	OR	\$30M	OR	\$50M									
	TOTL	YEAR	YRS	YRS	EAST	WEST	EAST	WEST	FIC																														
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100	100	100	100	100	100	100									
YES, VIEWED DURING LAST 24 HOURS	769	470	279	18	63	277	138	110	144	30	459	267	190	294	281	130	233	250	131	36.9	37.9	35.6	33.3	37.1	38.2	40.9	39.6	31.0	29.4	37.5	36.3	44.3	35.8	34.6	35.3	42.1	35.0	36.1	
YES, VIEWED DURING LAST 7 DAYS	485	289	181	12	46	171	90	61	95	24	284	176	112	206	163	66	120	202	77	23.3	23.3	23.1	22.2	27.1	23.6	26.7	21.9	20.5	23.5	23.2	23.9	26.1	25.1	20.0	17.9	21.7	28.3	21.2	
YES, VIEWED DURING LAST 30 DAYS	248	140	102	5	15	78	32	35	71	17	143	86	39	102	103	49	50	82	55	11.9	11.3	13.0	9.3	8.8	10.8	9.5	12.6	15.3	16.7	11.7	11.7	11.7	9.1	12.4	12.7	13.3	9.0	11.5	15.2
NO ANSWER	584	341	221	19	46	199	77	72	154	31	339	207	88	220	266	123	150	181	100	28.0	27.5	28.2	35.2	27.1	27.4	22.8	25.9	33.2	30.4	27.7	28.1	20.5	26.8	32.7	33.4	27.1	25.3	27.5	

TABLE 35

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-WGN CHICAGO

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TABLE 36

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-USA NETWORK

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TABLE 37

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-CBN
CHRISTIAN BROADCASTING NETWORK

	SATELLITE				STATIONS																		
	--OWNERSHIP--				--REGION--						--RECEIVE--			--AGE--			--INCOME--						
	LESS		THAN		3 OR MORE		NRTH		MID		SOTH		PACI		OVER		18-35-		OVER		UND		\$50M OR MORE
	ONE	1-3	YRS	YRS	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	34	49	50	\$12M	\$17M	\$18M	\$29M	\$30M	\$49M	\$50M OR MORE	
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES,VIEWED DURING LAST 24 HOURS	214	124	80	9	16	58	41	40	49	10	124	75	49	74	87	52	59	69	23				
	10.3	10.0	10.2	16.7	9.4	8.0	12.2	14.4	10.6	9.8	10.1	10.2	11.4	9.0	10.7	14.1	10.7	9.7	6.3				
YES,VIEWED DURING LAST 7 DAYS	180	106	72	2	11	64	48	22	26	9	103	66	48	67	65	29	57	60	28				
	8.6	8.5	9.2	3.7	6.5	8.8	14.2	7.9	5.6	8.8	8.4	9.0	11.2	8.2	8.0	7.9	10.3	8.4	7.7				
YES,VIEWED DURING LAST 30 DAYS	192	124	62	4	15	77	34	24	39	11	108	71	44	71	76	31	57	73	24				
	9.2	10.0	7.9	7.4	8.8	10.6	10.1	8.6	8.4	10.8	8.8	9.6	10.3	8.6	9.3	8.4	10.3	10.2	6.6				
NO ANSWER	1500	886	569	39	128	526	214	192	350	72	890	524	288	610	585	256	380	513	288				
	71.9	71.5	72.7	72.2	75.3	72.6	63.5	69.1	75.4	70.6	72.7	71.2	67.1	74.2	72.0	69.6	68.7	71.7	79.3				

TABLE 38

0.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-ESPN

	SATELLITE										STATIONS										INCOME									
	--OWNERSHIP--										---RECEIVE---										-----AGE-----									
	LESS																				UNDR									
	ONE	1-3	3 OR	NRTH	MID	SOTH	SOTH	PACI	OVER	18-	35-	OVER	50	\$12M	\$18M	\$30M	\$50M													
	YEAR	YEAR	YRS	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	34	49	\$17M	\$29M	\$49M	MORE													
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363											
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100											
YES,VIEWED DURING LAST 24 HOURS	603	351	233	16	51	215	91	77	130	29	347	218	106	251	242	85	157	222	126											
	28.9	28.3	29.8	29.6	30.0	29.7	27.0	27.7	28.0	28.4	28.3	29.6	24.7	30.5	29.8	23.1	28.4	31.0	34.7											
YES,VIEWED DURING LAST 7 DAYS	425	244	174	7	27	147	71	50	111	17	260	144	96	162	165	67	112	163	72											
	20.4	19.7	22.2	13.0	15.9	20.3	21.1	18.0	23.9	16.7	21.2	19.6	22.4	19.7	20.3	18.2	20.3	22.8	19.8											
YES,VIEWED DURING LAST 30 DAYS	256	152	102	1	25	92	45	34	45	11	148	96	62	106	85	40	66	95	40											
	12.3	12.3	13.0	1.9	14.7	12.7	13.4	12.2	9.7	10.8	12.1	13.0	14.5	12.9	10.5	10.9	11.9	13.3	11.0											
NO ANSWER	802	493	274	30	67	271	130	117	178	45	470	278	165	303	321	176	218	235	125											
	38.4	39.8	35.0	55.6	39.4	37.4	38.6	42.1	38.4	44.1	38.4	37.8	38.5	36.9	33.4	47.8	39.4	32.9	34.4											

TABLE 39

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-HBO																			
SATELLITE						STATIONS								INCOME					
--OWNERSHIP--				--REGION--				--RECEIVE--				--AGE--				--INCOME--			
LESS THAN ONE				3 OR MORE															
1-3 YRS		MORE YRS		NRTH EAST		MID WEST		SO TH EAST		PACI FIC		NONE 1-4		OVER 5		35-49		OVER 50	
TOTAL	YEAR	YRS		YEAR	YRS	EAST	WEST	EAST	WEST	SOUTH	PACIFIC	NONE	1-4	5	34	49	\$17M	\$18M	\$19M
2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
YES,VIEWED DURING LAST 24 HOURS	1135	710	401	21	91	380	195	160	240	46	670	409	251	483	392	200	308	395	199
	54.4	57.3	51.2	38.9	53.5	52.4	57.9	57.6	51.7	45.1	54.7	55.6	58.5	58.8	48.2	54.3	55.7	55.2	54.8
YES,VIEWED DURING LAST 7 DAYS	559	330	211	16	44	206	92	69	124	31	317	204	127	214	215	80	158	201	94
	26.8	26.6	26.9	29.6	25.9	28.4	27.3	24.8	26.7	30.4	25.9	27.7	29.6	26.0	26.4	21.7	28.6	28.1	25.9
YES,VIEWED DURING LAST 30 DAYS	162	82	77	2	20	48	20	23	43	9	104	47	18	58	84	32	35	50	31
	7.8	6.6	9.8	3.7	11.8	6.6	5.9	8.3	9.3	8.8	8.5	6.4	4.2	7.1	10.3	8.7	6.3	7.0	8.5
NO ANSWER	230	118	94	15	15	91	30	26	57	16	134	76	33	67	122	56	52	69	39
	11.0	9.5	12.0	27.8	8.8	12.6	8.9	9.4	12.3	15.7	10.9	10.3	7.7	8.2	15.0	15.2	9.4	9.7	10.7

TABLE 40

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-CINEMAX

	SATELLITE										STATIONS										INCOME				
	--OWNERSHIP---										---RECEIVE---										-----AGE-----				
	LESS THAN																				UNDR				
	ONE	1-3	3 OR	NRTH	MID	SOTH	SOTH	PACI				OVER	18-	35-	OVER	\$12M	\$30M	\$50M							
	YEAR	YRS	YRS	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	34	49	50	50	\$17M	\$29M	\$49M	MORE						
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100						
YES, VIEWED DURING LAST 24 HOURS	1027	638	368	18	84	350	180	138	208	41	610	369	226	450	344	184	276	359	175						
	49.2	51.5	47.0	33.3	49.4	48.3	53.4	49.6	44.8	40.2	49.8	50.1	52.7	54.7	42.3	50.0	49.9	50.2	48.2						
YES, VIEWED DURING LAST 7 DAYS	572	335	222	12	46	199	91	74	140	35	326	202	135	227	204	85	154	205	102						
	27.4	27.0	28.4	22.2	27.1	27.4	27.0	26.6	30.2	34.3	26.6	27.4	31.5	27.6	25.1	23.1	27.8	28.7	28.1						
YES, VIEWED DURING LAST 30 DAYS	189	107	72	10	21	61	24	32	40	9	110	66	35	61	93	35	44	66	32						
	9.1	8.6	9.2	18.5	12.4	8.4	7.1	11.5	8.6	8.8	9.0	9.0	8.2	7.4	11.4	9.5	8.0	9.2	8.8						
NO ANSWER	298	160	121	14	19	115	42	34	76	17	179	99	33	84	172	64	79	85	54						
	14.3	12.9	15.5	25.9	11.2	15.9	12.5	12.2	16.4	16.7	14.6	13.5	7.7	10.2	21.2	17.4	14.3	11.9	14.9						

TABLE 41

Q.35 PROGRAM SOURCES VIEWED THROUGH SATELLITE RECEIVING SYSTEM-SHOWTIME

	SATELLITE										STATIONS										INCOME									
	--OWNERSHIP--										---REGION---										---AGE---									
	LESS THAN																													
	ONE	1-3	3 OR MORE	NRTH	MID	SOth	SOth	WEST	PACI	OVER	18-	35-	OVER	\$12M	\$18M	\$30M	\$50M													
	YRS	YRS	YRS	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	34	49	50	\$17M	\$29M	\$49M	MORE												
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363											
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100											
YES,VIEWED DURING LAST 24 HOURS	966	574	369	20	72	345	168	130	200	35	559	369	224	428	308	169	272	332	160											
	46.3	46.3	47.1	37.0	42.4	47.6	49.9	46.8	43.1	34.3	45.6	50.1	52.1	52.1	37.9	45.9	49.2	46.4	44.1											
YES,VIEWED DURING LAST 7 DAYS	613	385	212	13	52	210	98	84	136	39	355	210	145	242	222	91	159	216	121											
	29.4	31.0	27.1	24.1	30.6	29.0	29.1	30.2	29.3	38.2	29.0	28.5	33.5	29.4	27.3	24.7	28.8	30.2	33.3											
YES,VIEWED DURING LAST 30 DAYS	190	98	84	7	26	54	27	25	49	12	115	59	33	58	97	39	41	67	29											
	9.1	7.9	10.7	13.0	15.3	7.4	8.0	9.0	10.6	11.8	9.4	8.0	7.7	7.1	11.9	10.6	7.4	9.4	8.0											
NO ANSWER	317	183	118	14	20	116	44	39	79	16	196	98	27	94	186	69	81	100	53											
	15.2	14.8	15.1	25.9	11.8	16.0	13.1	14.0	17.0	15.7	16.0	13.3	6.3	11.4	22.9	18.7	14.6	14.0	14.6											

TABLE 42

Q.36 AGREE/DISAGREE WITH STATEMENT
WHEN I BUY A NEW PRODUCT, I LIKE TO BUY AND USE THE NEWEST, MOST
UP-TO-DATE PRODUCT DESIGN THAT IS ON THE MARKET

	SATELLITE										STATIONS										AGE					INCOME				
	--OWNERSHIP--					--REGION--					--RECEIVE--					--AGE--					--INCOME--									
	ONE THAN	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	5	OVER 18- 34	35- 49	OVER 50	UNDR \$12M	\$18M \$29M	\$30M \$49M	\$50M OR MORE												
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363											
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100											
DISAGREE STRONGLY	54	33	20	1	4	22	7	6	13	2	32	19	6	22	25	15	16	13	6											
	2.6	2.7	2.6	1.9	2.4	3.0	2.1	2.2	2.8	2.0	2.6	2.6	1.4	2.7	3.1	4.1	2.9	1.8	1.7											
DISAGREE SOMEWHAT	159	96	56	6	15	47	26	24	40	11	101	43	26	57	76	37	49	48	20											
	7.6	7.7	7.2	11.1	8.8	6.5	7.7	8.6	8.6	10.8	8.2	5.8	6.1	6.9	9.3	10.1	8.9	6.7	5.5											
NEITHER AGREE/DISAGREE	232	144	78	8	20	84	26	36	56	20	142	68	65	89	78	46	61	89	22											
	11.1	11.6	10.0	14.8	11.8	11.6	7.7	12.9	12.1	19.6	11.6	9.2	15.2	10.8	9.6	12.5	11.0	12.4	6.1											
AGREE SOMEWHAT	719	424	276	17	58	265	118	91	154	29	436	247	168	286	259	118	203	257	113											
	34.5	34.2	35.2	31.5	34.1	36.6	35.0	32.7	33.2	28.4	35.6	33.6	39.2	34.8	31.9	32.1	36.7	35.9	31.1											
AGREE STRONGLY	873	510	340	20	72	290	153	117	188	35	491	339	158	354	349	132	216	298	196											
	41.9	41.1	43.4	37.0	42.4	40.0	45.4	42.1	40.5	34.3	40.1	46.1	36.8	43.1	42.9	35.9	39.1	41.7	54.0											
NO ANSWER	49	33	13	2	1	17	7	4	13	5	23	20	6	14	26	20	8	10	6											
	2.3	2.7	1.7	3.7	.6	2.3	2.1	1.4	2.8	4.9	1.9	2.7	1.4	1.7	3.2	5.4	1.4	1.4	1.7											
MEAN	4.08	4.06	4.12	3.94	4.06	4.06	4.16	4.05	4.03	3.87	4.04	4.18	4.05	4.11	4.06	3.91	4.02	4.10	4.32											
STD.DEV.	1.04	1.05	1.03	1.08	1.05	1.03	1.01	1.05	1.07	1.09	1.05	1.01	.95	1.03	1.10	1.15	1.06	.99	.94											
STD.ERROR	.02	.03	.04	.15	.08	.04	.06	.06	.05	.11	.03	.04	.05	.04	.04	.06	.05	.04	.05											

TABLE 43

Q.37 AGREE/DISAGREE WITH STATEMENT
I WILL GENERALLY PURCHASE AN ITEM
I WANT A LITTLE SOONER IF I CAN GET IT ON CREDIT

	SATELLITE										STATIONS										INCOME																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
	--OWNERSHIP--										--RECEIVE--										--AGE--										--INCOME--																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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	ONE	1-3	3 OR	NRTH	MID	SOTH	SOTH	PACI	OVER	18-	35-	OVER	\$12M	\$18M	\$30M	\$50M	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR	OR

TABLE 44

Q.38 AGREE/DISAGREE WITH STATEMENT
ON DECISIONS I MAKE, I GENERALLY SEE MYSELF AS
TAKING RISKS RATHER THAN BEING TOO CONSERVATIVE

	SATELLITE										STATIONS										INCOME																			
	--OWNERSHIP--										--REGION--										--RECEIVE--										--AGE--									
	LESS THAN 3 OR MORE YRS										SOTH SOTH PACI										UNDR										\$50M OR MORE									
	1-3 YRS		NRTH EAST		MID WEST		SOTH EAST		SOTH WEST		PACI FIC		NONE		OVER 1-4		OVER 5		OVER 18-34		OVER 35-49		OVER 50		\$12M \$17M		\$18M \$29M		\$30M \$49M		\$50M OR MORE									
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100	100	100	100	100	100	100	100									
DISAGREE STRONGLY	588	349	225	12	52	197	93	77	143	27	359	196	93	217	271	117	161	179	93	28.2	28.1	28.7	22.2	30.6	27.2	27.6	27.7	30.8	26.5	29.3	26.6	21.7	26.4	33.3	31.8	29.1	25.0	25.6		
DISAGREE SOMEWHAT	468	293	161	13	28	158	77	63	115	25	277	161	122	175	168	81	140	171	58	22.4	23.6	20.6	24.1	16.5	21.8	22.8	22.7	24.8	24.5	22.6	21.9	28.4	21.3	20.7	22.0	25.3	23.9	16.0		
NEITHER AGREE/DISAGREE	396	238	147	10	26	148	53	59	86	20	234	138	100	185	109	48	95	159	78	19.0	19.2	18.8	18.5	15.3	20.4	15.7	21.2	18.5	19.6	19.1	18.7	23.3	22.5	13.4	13.0	17.2	22.2	21.5		
AGREE SOMEWHAT	464	265	188	9	50	161	87	60	83	22	265	173	89	180	192	86	121	157	94	22.2	21.4	24.0	16.7	29.4	22.2	25.8	21.6	17.9	21.6	21.6	23.5	20.7	21.9	23.6	23.4	21.9	22.0	25.9		
AGREE STRONGLY	120	62	48	8	11	42	19	15	25	2	65	51	18	51	48	17	28	37	33	5.8	5.0	6.1	14.8	6.5	5.8	5.6	5.4	5.4	2.0	5.3	6.9	4.2	6.2	5.9	4.6	5.1	5.2	9.1		
NO ANSWER	50	33	14	2	3	19	8	4	12	6	25	17	7	14	25	19	8	12	7	2.4	2.7	1.8	3.7	1.8	2.6	2.4	1.4	2.6	5.9	2.0	2.3	1.6	1.7	3.1	5.2	1.4	1.7	1.9		
MEAN	2.54	2.50	2.57	2.77	2.64	2.57	2.58	2.54	2.41	2.45	2.50	2.61	2.57	2.60	2.46	2.44	2.48	2.58	2.76	1.28	1.26	1.30	1.38	1.36	1.27	1.30	1.26	1.25	1.18	1.27	1.30	1.17	1.27	1.34	1.30	1.26	1.23	1.34		
STD. DEV.	.03	.04	.05	.19	.11	.05	.07	.08	.06	.12	.04	.05	.06	.04	.05	.07	.05	.05	.07	.03	.04	.05	.19	.11	.05	.07	.08	.06	.12	.04	.05	.06	.04	.05	.07	.05	.05	.07		
STD. ERROR																																								

TABLE 45

0.39 AGREE/DISAGREE WITH STATEMENT
WHEN I GO SHOPPING I USUALLY MAKE MORE PURCHASES THAN I HAD PLANNED

	SATELLITE										STATIONS										INCOME				
	--OWNERSHIP--										--REGION--										--AGE--				
	LESS THAN			3 OR MORE			NRTH		MID		SOTH		SOTH		PACI		OVER		UND		\$50M. OR MORE				
TOTAL	YEAR	1-3	YRS	YRS	EAST	WEST	EAST	WEST	EAST	WEST	EAST	WEST	FIC	NONE	1-4	5	18-34	35-49	50+	\$12M	\$17M	\$29M	\$30M		
2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100		
DISAGREE STRONGLY	649	400	229	17	57	218	105	92	151	32	385	222	129	241	272	129	164	224	106	31.1	32.3	29.2	31.5	30.1	
DISAGREE SOMEWHAT	463	271	181	9	32	167	72	64	100	25	276	159	93	189	180	74	121	169	81	22.2	21.9	23.1	16.7	18.8	
NEITHER AGREE/DISAGREE	317	183	123	10	28	125	48	39	64	12	190	110	83	143	88	38	94	107	65	15.2	14.8	15.7	18.5	16.5	
AGREE SOMEWHAT	449	266	170	11	42	139	76	60	102	27	265	155	78	168	197	81	118	149	82	21.5	21.5	21.7	20.4	24.7	
AGREE STRONGLY	161	90	66	5	10	57	26	18	38	2	84	74	39	68	52	31	47	53	23	7.7	7.3	8.4	9.3	5.9	
NO ANSWER	47	30	14	2	1	19	10	5	9	4	25	16	7	13	24	15	9	13	6	2.3	2.4	1.8	3.7	.6	
MEAN	2.51	2.48	2.56	2.58	2.50	2.50	2.53	2.44	2.51	2.41	2.49	2.58	2.54	2.55	2.46	2.46	2.56	2.48	2.54	1.34	1.34	1.34	1.38	1.33	
STD. DEV.	1.03	1.04	1.05	1.19	1.10	1.05	1.07	1.08	1.06	1.13	1.04	1.05	1.07	1.05	1.05	1.07	1.06	1.05	1.07	1.03	1.04	1.05	1.19	1.10	
STD. ERROR																									

TABLE 46

Q.40 AGREE/DISAGREE WITH STATEMENT
I FREQUENTLY REQUEST INFORMATION OR BUY PRODUCTS
THROUGH DIRECT MAIL OR 800 NUMBERS (TOLL FREE)

	SATELLITE										STATIONS										INCOME																			
	--OWNERSHIP--										--REGION--										--RECEIVE--										--AGE--									
	ONE LESS THAN	1-3 YRS	3 OR MORE YRS	NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	OVER 5	18- 34	35- 49	OVER 50	UND \$12M	UND \$17M	UND \$18M	UND \$29M	UND \$30M	UND \$49M	UND \$50M	OR MORE																		
TOTAL	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
DISAGREE STRONGLY	866	564	283	16	72	309	129	119	193	40	535	285	183	321	355	182	235	283	129	41.5	45.5	36.1	29.6	42.4	42.6	38.3	42.8	41.6	39.2	43.7	38.7	42.7	39.1	43.7	49.5	42.5	39.6	35.5	35.5	
DISAGREE SOMEWHAT	376	226	140	9	32	131	66	50	76	19	229	125	81	161	131	59	105	130	62	18.0	18.2	17.9	16.7	18.8	18.1	19.6	18.0	16.4	18.6	18.7	17.0	18.9	19.6	16.1	16.0	19.0	18.2	17.1	17.1	
NEITHER AGREE/DISAGREE	245	133	100	10	20	77	41	38	59	12	128	102	53	112	80	35	66	87	49	11.7	10.7	12.8	18.5	11.8	10.6	12.2	13.7	12.7	11.8	10.4	13.9	12.4	13.6	9.8	9.5	11.9	12.2	13.5	13.5	
AGREE SOMEWHAT	364	198	158	8	28	130	59	43	84	16	200	142	64	135	158	49	101	134	69	17.4	16.0	20.2	14.8	16.5	17.9	17.5	15.5	18.1	15.7	16.3	19.3	14.9	16.4	19.4	13.3	18.3	18.7	19.0	19.0	
AGREE STRONGLY	182	87	85	8	14	59	32	24	41	9	104	65	41	80	59	20	39	69	49	8.7	7.0	10.9	14.8	8.2	8.1	9.5	8.6	8.8	8.5	8.8	9.6	9.7	7.3	5.4	7.1	9.7	13.5	13.5		
NO ANSWER	53	32	17	3	4	19	10	4	11	6	29	17	7	13	30	23	7	12	5	2.5	2.6	2.2	5.6	2.4	2.6	3.0	1.4	2.4	5.9	2.4	2.3	1.6	1.6	3.7	6.2	1.3	1.7	1.4	1.4	
MEAN	2.32	2.19	2.51	2.67	2.28	2.29	2.39	2.28	2.35	2.32	2.26	2.41	2.29	2.37	2.28	2.03	2.27	2.40	2.57	1.40	1.36	1.44	1.45	1.38	1.40	1.40	1.38	1.41	1.40	1.39	1.40	1.40	1.40	1.31	1.36	1.42	1.47	1.47		
STD. DEV.	1.40	1.36	1.44	1.45	1.38	1.40	1.40	1.38	1.41	1.40	1.39	1.40	1.40	1.40	1.40	1.31	1.36	1.42	1.47	.03	.04	.05	.20	.11	.05	.08	.08	.07	.14	.04	.05	.07	.05	.05	.07	.06	.05	.08	.08	
STD. ERROR																																								

TABLE 47

0.41 AGREE/DISAGREE WITH STATEMENT
I GENERALLY TEND TO BUY THINGS BASED ON THE LOWEST PRICE

	SATELLITE				STATIONS																			
	--OWNERSHIP--				--REGION--					--RECEIVE--					--AGE--					--INCOME--				
	LESS THAN	1-3 YRS	3 OR MORE YRS		NRTH EAST	MID WEST	SOTH EAST	SOTH WEST	PACI FIC	NONE	1-4	5	18- 34	35- 49	OVER 50	UNDR \$12M	\$17M	\$18M	\$29M	\$30M	\$49M	\$50M OR MORE		
TOTAL.....	2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
DISAGREE STRONGLY	470	270	182	14	37	152	96	48	109	20	283	165	69	173	221	87	107	154	100					
	22.5	21.8	23.2	25.9	21.8	21.0	28.5	17.3	23.5	19.6	23.1	22.4	16.1	21.0	27.2	23.6	19.3	21.5	27.5					
DISAGREE SOMEWHAT	482	272	201	9	44	170	78	64	94	22	290	167	113	182	184	69	138	163	95					
	23.1	21.9	25.7	16.7	25.9	23.4	23.1	23.0	20.3	21.6	23.7	22.7	26.3	22.1	22.6	18.7	25.0	22.8	26.2					
NEITHER AGREE/DISAGREE	424	254	156	13	33	155	64	64	93	20	250	147	109	189	125	61	112	167	67					
	20.3	20.5	19.9	24.1	19.4	21.4	19.0	23.0	20.0	19.6	20.4	20.0	25.4	23.0	15.4	16.6	20.3	23.4	18.5					
AGREE SOMEWHAT	438	272	153	11	35	153	57	64	108	22	258	153	93	165	176	82	132	144	64					
	21.0	21.9	19.5	20.4	20.6	21.1	16.9	23.0	23.3	21.6	21.1	20.8	21.7	20.1	21.6	22.3	23.9	20.1	17.6					
AGREE STRONGLY	217	136	75	5	17	76	30	33	48	13	119	81	38	98	78	50	56	75	27					
	10.4	11.0	9.6	9.3	10.0	10.5	8.9	11.9	10.3	12.7	9.7	11.0	8.9	11.9	9.6	13.6	10.1	10.5	7.4					
NO ANSWER	55	36	16	2	4	19	12	5	12	5	25	23	7	15	29	19	8	12	10					
	2.6	2.9	2.0	3.7	2.4	2.6	3.6	1.8	2.6	4.9	2.0	3.1	1.6	1.8	3.6	5.2	1.4	1.7	2.8					
MEAN	2.73	2.78	2.66	2.69	2.70	2.76	2.53	2.89	2.76	2.86	2.70	2.74	2.81	2.79	2.62	2.83	2.80	2.75	2.50					
STD.DEV.	1.32	1.32	1.30	1.32	1.30	1.30	1.32	1.28	1.33	1.34	1.31	1.33	1.21	1.32	1.36	1.40	1.29	1.29	1.28					
STD. ERROR	.03	.04	.05	.18	.10	.05	.07	.08	.06	.14	.04	.05	.06	.05	.05	.08	.06	.05	.07					

TABLE 48

Q. 42 AGREE/DISAGREE WITH STATEMENT
I GENERALLY CONSULT CURRENT PUBLICATIONS AND LITERATURE
BEFORE PURCHASING ELECTRONICS PRODUCTS OR SERVICES. THIS
INSURES THAT I PURCHASE THE MOST ADVANCED AVAILABLE

	SATellite										STATIONS										INCOME									
	--OWNERSHIP--										--RECEIVE--										--AGE--									
	ONE	1-3	MORE	NRTH	MID	SOTH	SOTH	PACI	NONE	1-4	5	34	49	35-	OVER	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DISAGREE STRONGLY	125	77	44	3	15	45	17	15	26	7	76	41	24	42	58	33	23	42	19											
	6.0	6.2	5.6	5.6	8.8	6.2	5.0	5.4	5.6	6.9	6.2	5.6	5.6	5.1	7.1	9.0	4.2	5.9	5.2											
DISAGREE SOMEWHAT	216	131	83	2	17	85	26	31	49	12	122	79	38	88	89	46	61	63	38											
	10.4	10.6	10.6	3.7	10.0	11.7	7.7	11.2	10.6	11.8	10.0	10.7	8.9	10.7	10.9	12.5	11.0	8.8	10.5											
NEITHER AGREE/DISAGREE	291	193	91	6	17	109	46	45	57	14	179	97	77	125	88	51	86	95	45											
	14.0	15.6	11.6	11.1	10.0	15.0	13.6	16.2	12.3	13.7	14.6	13.2	17.9	15.2	10.8	13.9	15.6	13.3	12.4											
AGREE SOMEWHAT	711	420	276	13	68	252	115	87	161	32	429	244	145	289	272	113	192	260	120											
	34.1	33.9	35.2	24.1	40.0	34.8	34.1	31.3	34.7	31.4	35.0	33.2	33.8	35.2	33.5	30.7	34.7	36.4	33.1											
AGREE STRONGLY	673	376	267	26	49	210	121	94	155	32	381	253	138	262	263	102	178	237	133											
	32.3	30.3	34.1	48.1	28.8	29.0	35.9	33.8	33.4	31.4	31.1	34.4	32.2	31.9	32.3	27.7	32.2	33.1	36.6											
NO ANSWER	70	43	22	4	4	24	12	6	16	5	38	22	7	16	43	23	13	18	8											
	3.4	3.5	2.8	7.4	2.4	3.3	3.6	2.2	3.4	4.9	3.1	3.0	1.6	1.9	5.3	6.2	2.4	2.5	2.2											
MEAN	3.79	3.74	3.84	4.14	3.72	3.71	3.91	3.79	3.83	3.72	3.77	3.82	3.79	3.80	3.77	3.59	3.82	3.84	3.87											
STD. DEV.	1.19	1.19	1.18	1.15	1.24	1.20	1.14	1.19	1.18	1.24	1.19	1.19	1.16	1.16	1.24	1.29	1.14	1.16	1.18											
STD. ERROR	.03	.03	.04	.16	.10	.05	.06	.07	.06	.13	.03	.04	.06	.04	.04	.07	.05	.04	.06											

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Q.43 AGREE/DISAGREE WITH STATEMENT																			
WHEN MAKING MAJOR PURCHASES I GENERALLY COMPARE PRICES																			
SATELLITE										STATIONS									
--OWNERSHIP--										--RECEIVE--									
LESS										AGE									
THAN										INCOME									
3 OR										UNDR									
ONE										\$50M									
1-3										MORE									
YRS										YRS									
EAST										WEST									
MID										PACI									
SOTH										FIC									
EAST										NONE									
1-4										5									
OVER										18-									
35-										49									
OVER										50									
12M										17M									
\$30M										\$49M									
OR										MORE									
TOTAL										TOTAL									
2086	1240	783	54	170	725	337	278	464	102	1225	736	429	822	813	368	553	715	363	
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
50	26	19	3	9	9	10	5	13	4	21	23	5	17	27	16	12	11	7	
2.4	2.1	2.4	5.6	5.3	1.2	3.0	1.8	2.8	3.9	1.7	3.1	1.2	2.1	3.3	4.3	2.2	1.5	1.9	
57	37	20		5	15	8	10	11	2	34	19	10	23	23	14	16	18	8	
2.7	3.0	2.6		2.9	2.1	2.4	3.6	2.4	2.0	2.8	2.6	2.3	2.8	2.8	3.8	2.9	2.5	2.2	
85	54	30	1	9	32	11	10	21	3	45	37	13	39	32	14	15	31	21	
4.1	4.4	3.8	1.9	5.3	4.4	3.3	3.6	4.5	2.9	3.7	5.0	3.0	4.7	3.9	3.8	2.7	4.3	5.8	
552	313	224	15	52	184	84	75	125	25	333	186	110	206	234	107	125	181	123	
26.5	25.2	28.6	27.8	30.6	25.4	24.9	27.0	26.9	24.5	27.2	25.3	25.6	25.1	28.8	29.1	22.6	25.3	33.9	
1309	788	482	33	94	473	218	175	287	65	774	460	285	527	483	205	379	467	200	
62.8	63.5	61.6	61.1	55.3	65.2	64.7	62.9	61.9	63.7	63.2	62.5	66.4	64.1	59.4	55.7	68.5	65.3	55.1	
33	22	8	2	1	12	6	3	7	3	18	11	6	10	14	12	6	7	4	
1.6	1.8	1.0	3.7	.6	1.7	1.8	1.1	1.5	2.9	1.5	1.5	1.4	1.2	1.7	3.3	1.1	1.0	1.1	
4.47	4.48	4.46	4.44	4.28	4.54	4.49	4.47	4.45	4.46	4.50	4.44	4.56	4.48	4.41	4.32	4.54	4.52	4.40	
.89	.88	.88	.99	1.06	.78	.91	.87	.91	.96	.84	.94	.77	.88	.95	1.04	.86	.82	.85	
.02	.03	.03	.14	.08	.03	.05	.05	.04	.10	.02	.03	.04	.03	.03	.05	.04	.03	.04	
STD. DEV.																			
STD. ERROR																			

IV. BEHAVIORAL TENDENCY SEGMENTS
CROSS-TABULATION TABLES

*Note High-Tech Innovator Segment is shown in Cross-Tabulation Tables as Electronic Fadists.

TABLE 1

Q.1 HOW LONG HAD SATELLITE EARTH STATION

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL	2086 100	375 100	427 100	410 100	460 100	414 100
LESS THAN 1 YEAR	1240 59.4	254 67.7	258 60.4	258 62.9	238 51.7	232 56.0
1-2 YEARS	621 29.8	96 25.6	123 28.8	118 28.8	146 31.7	138 33.3
2-3 YEARS	162 7.8	12 3.2	34 8.0	24 5.9	56 12.2	36 8.7
3-4 YEARS	27 1.3	2 .5	5 1.2	6 1.5	10 2.2	4 1.0
4 OR MORE YEARS	27 1.3	9 2.4	5 1.2	3 .7	7 1.5	3 .7
NO ANSWER	9 .4	2 .5	2 .5	1 .2	3 .7	1 .2
MEAN	1.55	1.43	1.53	1.48	1.69	1.57
STD. DEV.	.80	.79	.79	.74	.88	.75
STD. ERROR	.02	.04	.04	.04	.04	.04

TABLE 2

Q.2 REGION

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
NEW ENGLAND (CT, ME, MA, NH, RI, VT)	60 2.9	10 2.7	8 1.9	13 3.2	11 2.4	18 4.3
MID-ATLANTIC (DE, DC, MD, NJ, NY, PA)	110 5.3	24 6.4	26 6.1	20 4.9	17 3.7	23 5.6
EAST-CENTRAL (IL, IN, KY, MI, OH, WV)	258 12.4	59 15.7	62 14.5	53 12.9	44 9.6	40 9.7
WEST-CENTRAL (CO, IA, KS, MN, MO, MT, NE, ND, SD, WI, WY)	467 22.4	67 17.9	102 23.9	92 22.4	118 25.7	88 21.3
SOUTHEAST (AL, FL, GA, MS, NC, SC, TN, VA)	337 16.2	74 19.7	67 15.7	86 21.0	45 9.8	65 15.7
SOUTHWEST (AR, LA, NM, OK, TX)	278 13.3	64 17.1	54 12.6	53 12.9	52 11.3	55 13.3
PACIFIC (AK, CA, HI, ID, NH, OR, UT, WA)	464 22.2	47 12.5	86 20.1	77 18.8	151 32.8	103 24.9
OTHER	86 4.1	25 6.7	15 3.5	10 2.4	19 4.1	17 4.1
NO ANSWER	26 1.2	5 1.3	7 1.6	6 1.5	3 .7	5 1.2

TABLE 3

Q.3 PRIMARY USE OF SYSTEM

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
ENTERTAINMENT	1693 81.2	307 81.9	354 82.9	330 80.5	381 82.8	321 77.5
BUSINESS (INFORMATION)	28 1.3	6 1.6	1 .2	3 .7	4 .9	14 3.4
BOTH	337 16.2	57 15.2	66 15.5	76 18.5	63 13.7	75 18.1
NO ANSWER	28 1.3	5 1.3	6 1.4	1 .2	12 2.6	4 1.0

TABLE 4

Q. 4 FACTOR THAT CONVINCED YOU TO BUY TVRO SYSTEM

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
SEEING A SYSTEM IN OPERATION AT A DEALER	517 24.8	112 29.9	98 23.0	119 29.0	95 20.7	93 22.5
HEARING ABOUT/SEEING A FRIENDS/RELATIVES SYSTEM	721 34.6	110 29.3	153 35.8	143 34.9	179 38.9	136 32.9
READING ABOUT TVROS IN A MAGAZINE	203 9.7	38 10.1	41 9.6	37 9.0	29 6.3	58 14.0
ATTENDING A SHOW/FAIR	94 4.5	15 4.0	23 5.4	22 5.4	20 4.3	14 3.4
NO CABLE/CABLE TOO EXPENSIVE	458 22.0	82 21.9	90 21.1	77 18.8	109 23.7	100 24.2
OTHER	2 .1	2 .5				
NO ANSWER	91 4.4	16 4.3	22 5.2	12 2.9	28 6.1	13 3.1

TABLE 5

Q. 5 NUMBER OF BROADCAST TELEVISION STATIONS RECEIVE

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
NONE	102 4.9		16 3.7	21 5.1	36 7.8	29 7.0
1-2	459 22.0	13 3.5	101 23.7	104 25.4	136 29.6	105 25.4
3-4	766 36.7	55 14.7	164 38.4	169 41.2	194 42.2	184 44.4
5-6	315 15.1	69 18.4	76 17.8	66 16.1	51 11.1	53 12.8
OVER 6	421 20.2	234 62.4	65 15.2	46 11.2	40 8.7	36 8.7
NO ANSWER	23 1.1	4 1.1	5 1.2	4 1.0	3 .7	7 1.7
MEAN	3.24	4.41	3.17	3.03	2.83	2.91
STD. DEV.	1.15	.87	1.08	1.04	1.02	1.01
STD. ERROR	.03	.04	.05	.05	.05	.05

TABLE 6

Q. 6 CURRENTLY HAVE ACCESS TO CABLE TV SYSTEM

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
YES	552 26.5	223 59.5	109 25.5	74 18.0	70 15.2	76 18.4
NO	1504 72.1	149 39.7	311 72.8	330 80.5	379 82.4	335 80.9
NO ANSWER	30 1.4	3 .8	7 1.6	6 1.5	11 2.4	3 .7

TABLE 7

Q. 7 SUBSCRIBER TO SYSTEM

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	552 100	223 100	109 100	74 100	70 100	76 100
YES, CURRENT SUBSCRIBER	127 23.0	58 26.0	26 23.9	10 13.5	14 20.0	19 25.0
NO, FORMER SUBSCRIBER	269 48.7	121 54.3	55 50.5	40 54.1	26 37.1	27 35.5
NO, NEVER SUBSCRIBER	137 24.8	39 17.5	25 22.9	19 25.7	28 40.0	26 34.2
NO ANSWER	19 3.4	5 2.2	3 2.8	5 6.8	2 2.9	4 5.3

TABLE 8

Q.8 PLEASED WITH CABLE SERVICE RECEIVE(D)

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	396 100	179 100	81 100	50 100	40 100	46 100
YES	106 26.8	54 30.2	18 22.2	10 20.0	10 25.0	14 30.4
NO	276 69.7	117 65.4	62 76.5	38 76.0	27 67.5	32 69.6
NO ANSWER	14 3.5	8 4.5	1 1.2	2 4.0	3 7.5	

TABLE 9

Q.9 TOTAL NUMBER OF HOURS PER WEEK SATELLITE EQUIPMENT
USED BY ALL MEMBERS OF HOUSEHOLD

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
LESS THAN 30 HOURS	407 19.5	59 15.7	64 15.0	23 5.6	86 18.7	175 42.3
30-39 HOURS	541 25.9	81 21.6	92 21.5	84 20.5	128 27.8	156 37.7
40-49 HOURS	484 23.2	89 23.7	109 25.5	111 27.1	121 26.3	54 13.0
50-59 HOURS	258 12.4	55 14.7	63 14.8	67 16.3	58 12.6	15 3.6
MORE THAN 59 HOURS	383 18.4	89 23.7	96 22.5	123 30.0	64 13.9	11 2.7
NO ANSWER	13 .6	2 .5	3 .7	2 .5	3 .7	3 .7
MEAN	2.84	3.09	3.08	3.45	2.75	1.86
STD.DEV.	1.37	1.39	1.37	1.27	1.29	.96
STD.ERROR	.03	.07	.07	.06	.06	.05

TABLE 10

Q.10 SATISFACTION WITH SATELLITE RECEIVING EQUIPMENT

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
EXTREMELY SATISFIED	1305 62.6	231 61.6	251 58.8	321 78.3	276 60.0	226 54.6
SOMEWHAT SATISFIED	554 26.6	110 29.3	123 28.8	67 16.3	132 28.7	122 29.5
SO-SO	99 4.7	13 3.5	26 6.1	7 1.7	22 4.8	31 7.5
SOMEWHAT DISSATISFIED	80 3.8	13 3.5	18 4.2	8 2.0	17 3.7	24 5.8
VERY DISSATISFIED	33 1.6	4 1.1	6 1.4	5 1.2	8 1.7	10 2.4
NO ANSWER	15 .7	4 1.1	3 .7	2 .5	5 1.1	1 .2
MEAN	4.46	4.49	4.40	4.69	4.43	4.28
STD. DEV.	.88	.81	.89	.72	.88	1.00
STD. ERROR	.02	.04	.04	.04	.04	.05

TABLE II

Q.11 SATELLITES TUNE-IN ON A REGULAR BASIS
(3 TIMES OR MORE A WEEK)

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
SATCOM F4 (SATCOM 4, SAT4, F4)	1145 54.9	231 61.6	225 52.7	228 55.6	239 52.0	222 53.6
TELSTAR 302/COMSTAR D3 (TELSTAR 2)	275 13.2	55 14.7	47 11.0	56 13.7	73 15.9	44 10.6
WESTAR 3 (W3)	130 6.2	24 6.4	22 5.2	23 5.6	36 7.8	25 6.0
TELESTAR 301 (COMSTAR D 1/2)	456 21.9	97 25.9	85 19.9	90 22.0	112 24.3	72 17.4
WESTAR 4 (W4)	375 18.0	65 17.3	50 11.7	67 16.3	106 23.0	87 21.0
ANIK D1 (A-D)	185 8.9	35 9.3	33 7.7	39 9.5	49 10.7	29 7.0
ANIK B (-B)	33 1.6	7 1.9	5 1.2	8 2.0	7 1.5	6 1.4
SPACENET 1	83 4.0	19 5.1	11 2.6	15 3.7	22 4.8	16 3.9
WESTAR 5 (W5)	559 26.8	112 29.9	101 23.7	103 25.1	142 30.9	101 24.4
COMSTAR D4 (D4)	632 30.3	122 32.5	123 28.8	152 37.1	132 28.7	103 24.9
SATCOM F3R (F3, SATCOM 3, F3R)	1748 83.8	308 82.1	356 83.4	353 86.1	388 84.3	343 82.9
GALAXY 1 (G1)	1837 88.1	343 91.5	390 91.3	375 91.5	391 85.0	338 81.6
SATCOM FIR (F1, FIR, SATCOM 1)	503 24.1	101 26.9	82 19.2	108 26.3	134 29.1	78 18.8
OTHER	65 3.1	10 2.7	10 2.3	11 2.7	21 4.6	13 3.1
NO ANSWER	14 0.7	3 0.8	3 0.7		7 1.5	1 0.2

TABLE 12

Q. 12 CATEGORY OF PROGRAMMING VIEWED MOST FREQUENTLY
BY HOUSEHOLD THROUGH SATELLITE RECEIVING EQUIPMENT

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
SPORTS	307 14.7	68 18.1	39 9.1	48 11.7	92 20.0	60 14.5
NEWS	137 6.6	10 2.7	15 3.5	15 3.7	65 14.1	32 7.7
MOVIES	1380 66.2	259 69.1	324 75.9	296 72.2	249 54.1	252 60.9
SITUATION COMEDY	19 .9	2 .5	6 1.4	1 .2	5 1.1	5 1.2
RELIGIOUS	50 2.4	4 1.1	9 2.1	5 1.2	15 3.3	17 4.1
SOAPS	14 .7	2 .5	2 .5	2 .5	6 1.3	2 .5
ACTION	11 .5	4 1.1	3 .7		2 .4	2 .5
EDUCATIONAL	30 1.4	8 2.1	3 .7		9 2.0	10 2.4
WEATHER	9 .4	1 .3		3 .7	1 .2	4 1.0
CHILDREN'S PROGRAMMING	70 3.4	9 2.4	15 3.5	26 6.3	2 .4	18 4.3
OTHER	54 2.6	8 2.1	8 1.9	14 3.4	14 3.0	10 2.4
NO ANSWER	5 .2		3 .7			2 .5

TABLE 13

Q.13 CATEGORIES OF PROGRAMMING VIEWED NEXT MOST FREQUENTLY

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
SPORTS	784 37.6	147 39.2	162 37.9	152 37.1	171 37.2	152 36.7
NEWS	615 29.5	90 24.0	92 21.5	117 28.5	183 39.8	133 32.1
MOVIES	453 21.7	85 22.7	67 15.7	79 19.3	125 27.2	97 23.4
SITUATION COMEDY	294 14.1	59 15.7	67 15.7	64 15.6	58 12.6	46 11.1
RELIGIOUS	71 3.4	8 2.1	17 4.0	17 4.1	13 2.8	16 3.9
SOAPS	141 6.8	31 8.3	42 9.8	30 7.3	27 5.9	11 2.7
ACTION	115 5.5	21 5.6	30 7.0	20 4.9	21 4.6	23 5.6
EDUCATIONAL	231 11.1	31 8.3	46 10.8	43 10.5	45 9.8	66 15.9
WEATHER	256 12.3	33 8.8	50 11.7	51 12.4	78 17.0	44 10.6
CHILDREN'S PROGRAMMING	351 16.8	62 16.5	96 22.5	101 24.6	22 4.8	70 16.9
OTHER	150 7.2	25 6.7	38 8.9	31 7.6	30 6.5	26 6.3
NO ANSWER	31 1.5	9 2.4	3 .7	2 .5	6 1.3	11 2.7

TABLE 14

Q. 14 IMPORTANT SOURCE OF SATELLITE PROGRAM INFORMATION

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
ORBIT MAGAZINE	553 26.5	105 28.0	118 27.6	118 28.8	106 23.0	106 25.6
SATELLITE-TV WEEK MAGAZINE	1039 49.8	184 49.1	196 45.9	197 48.0	258 56.1	204 49.3
LOCAL NEWSPAPER TV LISTING	49 2.3	9 2.4	12 2.8	7 1.7	11 2.4	10 2.4
TV GUIDE	36 1.7	5 1.3	11 2.6	7 1.7	8 1.7	5 1.2
CHANNEL GUIDE MAGAZINE	90 4.3	17 4.5	24 5.6	9 2.2	16 3.5	24 5.8
DISH MAGAZINE	79 3.8	12 3.2	13 3.0	16 3.9	20 4.3	18 4.3
NONE OF THE ABOVE	224 10.7	42 11.2	48 11.2	55 13.4	37 8.0	42 10.1
NO ANSWER	16 .8	1 .3	5 1.2	1 .2	4 .9	5 1.2

TABLE 15

Q.15 OPINION OF STATEMENT: THERE IS A NEED FOR BETTER
PROGRAM INFORMATION AND SCHEDULES FOR THE TVRO USER

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
STRONGLY AGREE	826 39.6	145 38.7	209 48.9	115 28.0	198 43.0	159 38.4
SOMEWHAT AGREE	655 31.4	112 29.9	141 33.0	123 30.0	148 32.2	131 31.6
NEITHER AGREE OR DISAGREE	430 20.6	91 24.3	59 13.8	104 25.4	93 20.2	83 20.0
SOMEWHAT DISAGREE	112 5.4	19 5.1	8 1.9	42 10.2	15 3.3	28 6.8
STRONGLY DISAGREE	39 1.9	6 1.6	2 .5	17 4.1	3 .7	11 2.7
NO ANSWER	24 1.2	2 .5	8 1.9	9 2.2	3 .7	2 .5
MEAN	4.03	3.99	4.31	3.69	4.14	3.97
STD.DEV.	1.00	.99	.82	1.12	.90	1.05
STD.ERROR	.02	.05	.04	.06	.04	.05

TABLE 16

Q. 16 TYPES OF INFORMATION WOULD USE ON REGULAR BASIS

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
GUIDE FOR ALL PROGRAMS ON SATELLITES	1760 84.4	318 84.8	373 87.4	350 85.4	374 81.3	345 83.3
LIST OF MOVIES ON SATELLITE SERVICES	1389 66.6	256 68.3	304 71.2	269 65.6	287 62.4	273 65.9
STOCK QUOTATIONS FROM NY AMER/NASDAQ STOCK EXCHANGES	127 6.1	21 5.6	15 3.5	16 3.9	35 7.6	40 9.7
DAILY AGRICULTURE PRICES FOR YOUR STATE	135 6.5	8 2.1	21 4.9	37 9.0	34 7.4	35 8.5
LOCAL GENERAL WEATHER FORECAST	905 43.4	140 37.3	191 44.7	188 45.9	222 48.3	164 39.6
NATIONAL COMMODITIES QUOTATIONS	64 3.1	7 1.9	12 2.8	12 2.9	14 3.0	19 4.6
CURRENT AND IN-PROGRESS SPORTS SCHEDULES AND SCORES	540 25.9	115 30.7	104 24.4	96 23.4	110 23.9	115 27.8
SPORTS FORECASTS (POINT SPREADS) FOR UPCOMING SPORTING EVENTS	305 14.6	76 20.3	57 13.3	65 15.9	56 12.2	51 12.3
AGRICULTURAL WEATHER FORECASTS FOR YOUR AREA	268 12.8	23 6.1	47 11.0	72 17.6	72 15.7	54 13.0
NONE OF THE ABOVE	44 2.1	5 1.3	8 1.9	9 2.2	11 2.4	11 2.7
NO ANSWER	9 .4	2 .5	3 .7		2 .4	2 .5

TABLE 17

Q. 17 MAIN BENEFIT EXPECTED FROM SATELLITE RECEIVING EQUIPMENT

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
GET BETTER RECEPTION	284 13.6	26 6.9	63 14.8	44 10.7	90 19.6	61 14.7
MORE CHANNELS/WIDER VARIETY OF CHANNELS	1263 60.5	227 60.5	264 61.8	265 64.6	268 58.3	239 57.7
BETTER QUALITY OF PROGRAMS	169 8.1	31 8.3	30 7.0	28 6.8	38 8.3	42 10.1
MORE MOVIES	132 6.3	33 8.8	35 8.2	25 6.1	21 4.6	18 4.3
MORE SPORTS	73 3.5	20 5.3	8 1.9	10 2.4	18 3.9	17 4.1
GOOD VALUE FOR THE MONEY	86 4.1	29 7.7	15 3.5	16 3.9	11 2.4	15 3.6
FOR CHILDREN'S PROGRAMMING	12 .6		3 .7	7 1.7		2 .5
OTHER	59 2.8	9 2.4	6 1.4	13 3.2	13 2.8	18 4.3
NO ANSWER	8 .4		3 .7	2 .5	1 .2	2 .5

TABLE 18

Q. 18 HOW MUCH SPENT ON SATELLITE RECEIVING EQUIPMENT

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100.	427 100	410 100	460 100	414 100
LESS THAN \$1,500	40 1.9	3 .8	10 2.3	13 3.2	9 2.0	5 1.2
\$1,501-\$3,000	982 47.1	127 33.9	239 56.0	237 57.8	190 41.3	189 45.7
\$3,001-\$5,000	921 44.2	199 53.1	159 37.2	146 35.6	226 49.1	191 46.1
\$5,001-\$7,500	109 5.2	32 8.5	15 3.5	11 2.7	28 6.1	23 5.6
MORE THAN \$7,500	26 1.2	14 3.7	1 .2	2 .5	4 .9	5 1.2
NO ANSWER	8 .4		3 .7	1 .2	3 .7	1 .2
MEAN	2.57	2.81	2.43	2.39	2.62	2.60
STD.DEV.	.68	.75	.61	.62	.67	.67
STD.ERROR	.01	.04	.03	.03	.03	.03

TABLE 19

Q.21 CURRENTLY OWN AND HAVE IN HOME:

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
A PERSONAL COMPUTER	427 20.5	94 25.1	92 21.5	83 20.2	38 8.3	120 29.0
A VIDEOTAPE RECORDER	825 39.5	205 54.7	158 37.0	145 35.4	113 24.6	204 49.3
MORE THAN ONE TELEVISION SET	1668 80.0	325 86.7	349 81.7	326 79.5	348 75.7	320 77.3
AMATEUR RADIO OPERATOR EQUIPMENT	177 8.5	41 10.9	36 8.4	39 9.5	33 7.2	28 6.8
NONE OF THE ABOVE	272 13.0	20 5.3	55 12.9	52 12.7	91 19.8	54 13.0
NO ANSWER	24 1.2	4 1.1	4 .9	7 1.7	3 .7	6 1.4

TABLE 20

0.22 LIVE IN AN INCORPORATED TOWN OR CITY

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
	-----	-----	-----	-----	-----	-----
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
YES	538 25.8	257 68.5	84 19.7	66 16.1	60 13.0	71 17.1
NO	1499 71.9	115 30.7	333 78.0	340 82.9	376 81.7	335 80.9
NO ANSWER	49 2.3	3 .8	10 2.3	4 1.0	24 5.2	8 1.9

TABLE 21

Q.23 POPULATION

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	538 100	257 100	84 100	66 100	.60 100	71 100
LESS THAN 10,000	210 39.0	52 20.2	43 51.2	38 57.6	44 73.3	33 46.5
10,001-25,000	78 14.5	32 12.5	17 20.2	11 16.7	8 13.3	10 14.1
25,001-50,000	67 12.5	38 14.8	12 14.3	8 12.1	1 1.7	8 11.3
50,001-100,000	49 9.1	34 13.2	4 4.8	5 7.6		6 8.5
OVER 100,000	111 20.6	96 37.4	2 2.4	2 3.0	1 1.7	10 14.1
NO ANSWER	23 4.3	5 1.9	6 7.1	2 3.0	6 10.0	4 5.6
MEAN	2.56	3.36	1.78	1.78	1.26	2.25
STD. DEV.	1.60	1.58	1.05	1.12	.67	1.50
STD. ERROR	.07	.10	.12	.14	.09	.18

TABLE 22

Q.24 HOW FAR FROM RESIDENCE IS NEAREST CITY OF
100,000 POPULATION OR LARGER

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
LESS THAN 50 MILES	635 30.4	139 37.1	145 34.0	135 32.9	96 20.9	120 29.0
MORE THAN 50 MILES	1306 62.6	145 38.7	269 63.0	267 65.1	348 75.7	277 66.9
LIVE IN A CITY OF 100,000 OR MORE	86 4.1	68 18.1	5 1.2	3 .7	4 .9	6 1.4
NO ANSWER	59 2.8	23 6.1	8 1.9	5 1.2	12 2.6	11 2.7

TABLE 23

Q.25 ANTICIPATE REPLACING OR ADDING TO SATELLITE
RECEIVING EQUIPMENT DURING NEXT 12 MONTHS

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
YES	426 20.4	87 23.2	104 24.4	95 23.2	52 11.3	88 21.3
NO	1591 76.3	277 73.9	308 72.1	307 74.9	388 84.3	311 75.1
NO ANSWER	69 3.3	11 2.9	15 3.5	8 2.0	20 4.3	15 3.6

TABLE 24

Q.26 EQUIPMENT PLAN ON BUYING

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	426 100	87 100	104 100	95 100	52 100	88 100
DISH	27 6.3	9 10.3	3 2.9	4 4.2	5 9.6	6 6.8
RECEIVER	76 17.8	14 16.1	13 12.5	18 18.9	11 21.2	20 22.7
LNA	42 9.9	9 10.3	6 5.8	10 10.5	4 7.7	13 14.8
MOTORIZED ACTIVATOR/CONTROLLER	178 41.8	17 19.5	53 51.0	41 43.2	26 50.0	41 46.6
RECEIVER REMOTE CONTROL	100 23.5	21 24.1	22 21.2	21 22.1	14 26.9	22 25.0
OTHER	130 30.5	39 44.8	26 25.0	32 33.7	11 21.2	22 25.0
NO ANSWER	10 2.3	2 2.3	3 2.9	3 3.2	1 1.9	1 1.1

TABLE 25

Q. 27 AGE

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
18-24	24 1.2	4 1.1	9 2.1	9 2.2		2 .5
25-34	405 19.4	87 23.2	119 27.9	108 26.3		91 22.0
35-49	822 39.4	185 49.3	191 44.7	200 48.8	41 8.9	205 49.5
50-59	380 18.2	57 15.2	66 15.5	63 15.4	129 28.0	65 15.7
60 AND OLDER	433 20.8	36 9.6	36 8.4	26 6.3	290 63.0	45 10.9
NO ANSWER	22 1.1	6 1.6	6 1.4	4 1.0		6 1.4
MEAN	3.38	3.09	3.00	2.97	4.54	3.15
STD. DEV.	1.06	.90	.93	.87	.65	.91
STD. ERROR	.02	.05	.05	.04	.03	.04

TABLE 26

0.28 FAMILY STATUS OF HOUSEHOLD

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL	2086 100	375 100	427 100	410 100	460 100	414 100
SINGLE, NO CHILDREN	145 7.0	38 10.1	26 6.1	10 2.4	1 .2	70 16.9
SINGLE, CHILDREN HOME	41 2.0	7 1.9	10 2.3	10 2.4		14 3.4
SINGLE, CHILDREN GROWN	48 2.3	7 1.9	7 1.6	6 1.5	23 5.0	5 1.2
MARRIED, NO CHILDREN	236 11.3	46 12.3	43 10.1	52 12.7	28 6.1	67 16.2
MARRIED, CHILDREN HOME	942 45.2	199 53.1	262 61.4	243 59.3	42 9.1	196 47.3
MARRIED, CHILDREN GROWN	657 31.5	77 20.5	77 18.0	87 21.2	362 78.7	54 13.0
NO ANSWER	17 .8	1 .3	2 .5	2 .5	4 .9	8 1.9

TABLE 27

Q.29 INCOME							
	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS	
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100	
UNDER \$12,000	127 6.1	13 3.5	30 7.0	24 5.9	54 11.7	6 1.4	
\$12,000-\$17,999	241 11.6	33 8.8	54 12.6	40 9.8	87 18.9	27 6.5	
\$18,000-\$29,999	553 26.5	85 22.7	128 30.0	137 33.4	131 28.5	72 17.4	
\$30,000-\$49,999	715 34.3	133 35.5	157 36.8	152 37.1	120 26.1	153 37.0	
\$50,000 OR ABOVE	363 17.4	99 26.4	43 10.1	43 10.5	44 9.6	134 32.4	
REFUSED	87 4.2	12 3.2	15 3.5	14 3.4	24 5.2	22 5.3	
MEAN	3.47	3.75	3.31	3.38	3.03	3.97	
STD.DEV.	1.11	1.06	1.06	1.01	1.17	.97	
STD.ERROR	.02	.06	.05	.05	.06	.05	

TABLE 28

	O.30 EDUCATION					UPSCALE LOW USERS
	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
LESS THAN HIGH SCHOOL	230 11.0	42 11.2	63 14.8	42 10.2	83 18.0	
HIGH SCHOOL GRAD	709 34.0	142 37.9	157 36.8	152 37.1	209 45.4	49 11.8
SOME COLLEGE OR VO-TECH	684 32.8	118 31.5	159 37.2	153 37.3	122 26.5	132 31.9
COLLEGE GRAD	281 13.5	54 14.4	30 7.0	45 11.0	31 6.7	121 29.2
GRAD SCHOOL	169 8.1	18 4.8	16 3.7	16 3.9	13 2.8	106 25.6
NO ANSWER	13 .6	1 .3	2 .5	2 .5	2 .4	6 1.4
MEAN	2.73	2.64	2.48	2.61	2.31	3.70
STD. DEV.	1.08	1.02	.96	.95	.94	.99
STD. ERROR	.02	.05	.05	.05	.04	.05

TABLE 29

Q.31 OCCUPATION

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
EXECUTIVE	135 6.5	37 9.9	17 4.0	21 5.1	18 3.9	42 10.1
PROFESSIONAL	436 20.9	101 26.9	85 19.9	83 20.2	29 6.3	138 33.3
TECHNICAL	302 14.5	56 14.9	77 18.0	80 19.5	33 7.2	56 13.5
SALES	88 4.2	18 4.8	20 4.7	21 5.1	11 2.4	18 4.3
SERVICE	150 7.2	35 9.3	36 8.4	28 6.8	24 5.2	27 6.5
AGRICULTURE	192 9.2	17 4.5	37 8.7	45 11.0	53 11.5	40 9.7
RETIRED, UNEMPLOYED, HOUSEWIFE STUDENT	424 20.3	44 11.7	49 11.5	46 11.2	241 52.4	44 10.6
OTHER	319 15.3	60 16.0	97 22.7	76 18.5	48 10.4	38 9.2
NO ANSWER	40 1.9	7 1.9	9 2.1	10 2.4	3 0.7	11 2.7

TABLE 30

Q.34 PUBLICATIONS SUBSCRIBE OR READ REGULARLY

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
TV GUIDE	489 23.4	116 30.9	119 27.9	79 19.3	100 21.7	75 18.1
TIME	265 12.7	51 13.6	51 11.9	36 8.8	48 10.4	79 19.1
READERS DIGEST	817 39.2	113 30.1	141 33.0	163 39.8	240 52.2	160 38.6
SPORTS ILLUSTRATED	201 9.6	41 10.9	42 9.8	34 8.3	28 6.1	56 13.5
NATIONAL ENQUIRER	146 7.0	23 6.1	38 8.9	31 7.6	41 8.9	13 3.1
PLAYBOY	194 9.3	47 12.5	43 10.1	37 9.0	25 5.4	42 10.1
BETTER HOMES AND GARDENS	584 28.0	91 24.3	107 25.1	118 28.8	152 33.0	116 28.0
PARADE	148 7.1	30 8.0	27 6.3	21 5.1	28 6.1	42 10.1
FAMILY WEEKLY	156 7.5	23 6.1	22 5.2	31 7.6	50 10.9	30 7.2
COOP'S DIGEST	21 1.0	5 1.3	3 .7	5 1.2	2 .4	6 1.4
HOME SATELLITE MARKETING	28 1.3	2 .5	9 2.1	12 2.9	3 .7	2 .5
STV	266 12.8	58 15.5	53 12.4	58 14.1	47 10.2	50 12.1
ORBIT INTERNATIONAL	347 16.6	63 16.8	75 17.6	69 16.8	69 15.0	71 17.1
RADIO ELECTRONICS	81 3.9	24 6.4	18 4.2	19 4.6	2 .4	18 4.3
SATELLITE DEALER	39 1.9	9 2.4	11 2.6	10 2.4	4 .9	5 1.2

TABLE 30 (Continued)

0.34 PUBLICATIONS SUBSCRIBE OR READ REGULARLY

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
SATELLITE BUSINESS MAGAZINE	23 1.1	5 1.3	5 1.2	2 .5	6 1.3	5 1.2
SATELLITE TV OPPORTUNITIES	56 2.7	12 3.2	18 4.2	10 2.4	9 2.0	7 1.7
SAT GUIDE	242 11.6	46 12.3	49 11.5	53 12.9	50 10.9	44 10.6
SATVISION	9 .4	3 .8	3 .7		3 .7	
NONE/NO ANSWER	296 14.2	53 14.1	63 14.8	52 12.7	62 13.5	66 15.9

TABLE 31

Q.36 AGREE/DISAGREE WITH STATEMENT
 WHEN I BUY A NEW PRODUCT, I LIKE TO BUY AND USE THE NEWEST, MOST
 UP-TO-DATE PRODUCT DESIGN THAT IS ON THE MARKET

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
DISAGREE STRONGLY	54 2.6	10 2.7	10 2.3		20 4.3	14 3.4
DISAGREE SOMEWHAT	159 7.6	21 5.6	32 7.5	7 1.7	47 10.2	52 12.6
NEITHER AGREE/DISAGREE	232 11.1	35 9.3	47 11.0	24 5.9	57 12.4	69 16.7
AGREE SOMEWHAT	719 34.5	125 33.3	165 38.6	120 29.3	149 32.4	160 38.6
AGREE STRONGLY	873 41.9	179 47.7	148 34.7	258 62.9	174 37.8	114 27.5
NO ANSWER	49 2.3	5 1.3	25 5.9	1 .2	13 2.8	5 1.2
MEAN	4.08	4.19	4.02	4.54	3.92	3.75
STD. DEV.	1.04	1.01	1.01	.68	1.15	1.10
STD. ERROR	.02	.05	.05	.03	.05	.05

TABLE 32

Q.37 AGREE/DISAGREE WITH STATEMENT
I WILL GENERALLY PURCHASE AN ITEM
I WANT A LITTLE SOONER IF I CAN GET IT ON CREDIT

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
DISAGREE STRONGLY	906 43.4	142 37.9	43 10.1	172 42.0	339 73.7	210 50.7
DISAGREE SOMEWHAT	305 14.6	67 17.9	35 8.2	54 13.2	61 13.3	88 21.3
NEITHER AGREE/DISAGREE	234 11.2	55 14.7	52 12.2	50 12.2	27 5.9	50 12.1
AGREE SOMEWHAT	404 19.4	74 19.7	170 39.8	92 22.4	15 3.3	53 12.8
AGREE STRONGLY	183 8.8	30 8.0	104 24.4	41 10.0		8 1.9
NO ANSWER	54 2.6	7 1.9	23 5.4	1 .2	18 3.9	5 1.2
MEAN	2.34	2.41	3.64	2.45	1.36	1.93
STD.DEV.	1.43	1.38	1.25	1.46	.75	1.15
STD.ERROR	.03	.07	.06	.07	.04	.06

TABLE 33

0.38 AGREE/DISAGREE WITH STATEMENT
ON DECISIONS I MAKE, I GENERALLY SEE MYSELF AS
TAKING RISKS RATHER THAN BEING TOO CONSERVATIVE

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
DISAGREE STRONGLY	588 28.2	93 24.8	27 6.3	180 43.9	170 37.0	118 28.5
DISAGREE SOMEWHAT	468 22.4	92 24.5	65 15.2	105 25.6	105 22.8	101 24.4
NEITHER AGREE/DISAGREE	396 19.0	85 22.7	94 22.0	63 15.4	65 14.1	89 21.5
AGREE SOMEWHAT	464 22.2	78 20.8	157 36.8	49 12.0	91 19.8	89 21.5
AGREE STRONGLY	120 5.8	19 5.1	62 14.5	10 2.4	16 3.5	13 3.1
NO ANSWER	50 2.4	8 2.1	22 5.2	3 .7	13 2.8	4 1.0
MEAN	2.54	2.56	3.40	2.03	2.28	2.46
STD. DEV.	1.28	1.22	1.13	1.14	1.26	1.20
STD. ERROR	.03	.06	.06	.06	.06	.06

TABLE 34

Q.39 AGREE/DISAGREE WITH STATEMENT
WHEN I GO SHOPPING I USUALLY MAKE MORE PURCHASES THAN I HAD PLANNED

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
DISAGREE STRONGLY	649 31.1	120 32.0	18 4.2	211 51.5	157 34.1	143 34.5
DISAGREE SOMEWHAT	463 22.2	90 24.0	40 9.4	100 24.4	99 21.5	134 32.4
NEITHER AGREE/DISAGREE	317 15.2	69 18.4	78 18.3	49 12.0	55 12.0	66 15.9
AGREE SOMEWHAT	449 21.5	69 18.4	158 37.0	44 10.7	114 24.8	64 15.5
AGREE STRONGLY	161 7.7	21 5.6	110 25.8	5 1.2	22 4.8	3 .7
NO ANSWER	47 2.3	6 1.6	23 5.4	1 .2	13 2.8	4 1.0
MEAN	2.51	2.41	3.75	1.86	2.43	2.15
STD.DEV.	1.34	1.27	1.09	1.07	1.32	1.09
STD.ERROR	.03	.07	.05	.05	.06	.05

TABLE 35

Q.40 AGREE/DISAGREE WITH STATEMENT
I FREQUENTLY REQUEST INFORMATION OR BUY PRODUCTS
THROUGH DIRECT MAIL OR 800 NUMBERS (TOLL FREE)

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
	-----	-----	-----	-----	-----	-----
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
DISAGREE STRONGLY	866 41.5	176 46.9	109 25.5	195 47.6	232 50.4	154 37.2
DISAGREE SOMEWHAT	376 18.0	74 19.7	73 17.1	71 17.3	75 16.3	83 20.0
NEITHER AGREE/DISAGREE	245 11.7	51 13.6	53 12.4	44 10.7	42 9.1	55 13.3
AGREE SOMEWHAT	364 17.4	42 11.2	102 23.9	64 15.6	73 15.9	83 20.0
AGREE STRONGLY	182 8.7	25 6.7	65 15.2	36 8.8	22 4.8	34 8.2
NO ANSWER	53 2.5	7 1.9	25 5.9		16 3.5	5 1.2
MEAN	2.32	2.09	2.85	2.21	2.05	2.41
STD. DEV.	1.40	1.29	1.46	1.40	1.31	1.38
STD. ERROR	.03	.07	.07	.07	.06	.07

TABLE 36

0.41 AGREE/DISAGREE WITH STATEMENT
I GENERALLY TEND TO BUY THINGS BASED ON THE LOWEST PRICE

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
DISAGREE STRONGLY	470 22.5	137 36.5	25 5.9	81 19.8	136 29.6	91 22.0
DISAGREE SOMEWHAT	482 23.1	96 25.6	74 17.3	78 19.0	112 24.3	122 29.5
NEITHER AGREE/DISAGREE	424 20.3	74 19.7	96 22.5	89 21.7	73 15.9	92 22.2
AGREE SOMEWHAT	438 21.0	45 12.0	127 29.7	92 22.4	95 20.7	79 19.1
AGREE STRONGLY	217 10.4	14 3.7	81 19.0	67 16.3	30 6.5	25 6.0
NO ANSWER	55 2.6	9 2.4	24 5.6	3 .7	14 3.0	5 1.2
MEAN	2.73	2.19	3.41	2.97	2.49	2.57
STD.DEV.	1.32	1.17	1.18	1.37	1.30	1.20
STD.ERROR	.03	.06	.06	.07	.06	.06

TABLE 37

Q.42 AGREE/DISAGREE WITH STATEMENT
 I GENERALLY CONSULT CURRENT PUBLICATIONS AND LITERATURE
 BEFORE PURCHASING ELECTRONICS PRODUCTS OR SERVICES.THIS
 INSURES THAT I PURCHASE THE MOST ADVANCED AVAILABLE

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
DISAGREE STRONGLY	125 6.0	31 8.3	28 6.6		44 9.6	22 5.3
DISAGREE SOMEWHAT	216 10.4	56 14.9	60 14.1	7 1.7	54 11.7	39 9.4
NEITHER AGREE/DISAGREE	291 14.0	50 13.3	78 18.3	29 7.1	62 13.5	72 17.4
AGREE SOMEWHAT	711 34.1	119 31.7	147 34.4	120 29.3	171 37.2	154 37.2
AGREE STRONGLY	673 32.3	109 29.1	87 20.4	254 62.0	106 23.0	117 28.3
NO ANSWER	70 3.4	10 2.7	27 6.3		23 5.0	10 2.4
MEAN	3.79	3.60	3.51	4.51	3.55	3.75
STD.DEV.	1.19	1.29	1.19	.70	1.26	1.13
STD.ERROR	.03	.07	.06	.03	.06	.06

TABLE 38

Q.43 AGREE/DISAGREE WITH STATEMENT
WHEN MAKING MAJOR PURCHASES I GENERALLY COMPARE PRICES

	TOTAL	URBAN NOVELTY SEEKERS	IMPULSIVE CREDIT USERS	ELECTRONIC FADISTS	MATURE COSTLY SYSTEM OWNERS	UPSCALE LOW USERS
TOTAL.....	2086 100	375 100	427 100	410 100	460 100	414 100
DISAGREE STRONGLY	50 2.4	20 5.3	8 1.9		11 2.4	11 2.7
DISAGREE SOMEWHAT	57 2.7	24 6.4	7 1.6		20 4.3	6 1.4
NEITHER AGREE/DISAGREE	85 4.1	31 8.3	16 3.7		22 4.8	16 3.9
AGREE SOMEWHAT	552 26.5	126 33.6	119 27.9	22 5.4	145 31.5	140 33.8
AGREE STRONGLY	1309 62.8	169 45.1	259 60.7	388 94.6	256 55.7	237 57.2
NO ANSWER	33 1.6	5 1.3	18 4.2		6 1.3	4 1.0
MEAN	4.47	4.08	4.50	4.95	4.35	4.43
STD. DEV.	.89	1.13	.82	.23	.94	.86
STD. ERROR	.02	.06	.04	.01	.04	.04

V. SAMPLE QUESTIONNAIRE

Some questions are not reported, being proprietary questions for survey sponsors.

Satellite Viewer Survey

<p>1. How long have you had your satellite earth station? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Less than 1 year</td><td style="text-align: right;">1 -4</td></tr> <tr><td>1 - 2 years</td><td style="text-align: right;">2</td></tr> <tr><td>2 - 3 years</td><td style="text-align: right;">3</td></tr> <tr><td>3 - 4 years</td><td style="text-align: right;">4</td></tr> <tr><td>4 (or more) years</td><td style="text-align: right;">5</td></tr> </table>	Less than 1 year	1 -4	1 - 2 years	2	2 - 3 years	3	3 - 4 years	4	4 (or more) years	5																		
Less than 1 year	1 -4																												
1 - 2 years	2																												
2 - 3 years	3																												
3 - 4 years	4																												
4 (or more) years	5																												
<p>2. In which region do you live? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>New England (CT, ME, MA, NH, RI, VT)</td><td style="text-align: right;">1 -4</td></tr> <tr><td>Mid - Atlantic (DE, DC, MD, NJ, NY, PA)</td><td style="text-align: right;">2</td></tr> <tr><td>East - Central (IL, IN, KY, MI, OH, WV)</td><td style="text-align: right;">3</td></tr> <tr><td>West - Central (CO, IA, KS, MN, MO, MT, NE, ND, SD, WI, WY)</td><td style="text-align: right;">4</td></tr> <tr><td>Southeast (AL, FL, GA, MS, NC, SC, TN, VA)</td><td style="text-align: right;">5</td></tr> <tr><td>Southwest (AR, LA, NM, OK, TX)</td><td style="text-align: right;">6</td></tr> <tr><td>Pacific (AK, CA, HI, ID, NH, OR, UT, WA)</td><td style="text-align: right;">7</td></tr> <tr><td>Other _____</td><td style="text-align: right;">8</td></tr> </table>	New England (CT, ME, MA, NH, RI, VT)	1 -4	Mid - Atlantic (DE, DC, MD, NJ, NY, PA)	2	East - Central (IL, IN, KY, MI, OH, WV)	3	West - Central (CO, IA, KS, MN, MO, MT, NE, ND, SD, WI, WY)	4	Southeast (AL, FL, GA, MS, NC, SC, TN, VA)	5	Southwest (AR, LA, NM, OK, TX)	6	Pacific (AK, CA, HI, ID, NH, OR, UT, WA)	7	Other _____	8												
New England (CT, ME, MA, NH, RI, VT)	1 -4																												
Mid - Atlantic (DE, DC, MD, NJ, NY, PA)	2																												
East - Central (IL, IN, KY, MI, OH, WV)	3																												
West - Central (CO, IA, KS, MN, MO, MT, NE, ND, SD, WI, WY)	4																												
Southeast (AL, FL, GA, MS, NC, SC, TN, VA)	5																												
Southwest (AR, LA, NM, OK, TX)	6																												
Pacific (AK, CA, HI, ID, NH, OR, UT, WA)	7																												
Other _____	8																												
<p>3. What is the primary use of your system? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Entertainment</td><td style="text-align: right;">1 -7</td></tr> <tr><td>Business (Information)</td><td style="text-align: right;">2</td></tr> <tr><td>Both</td><td style="text-align: right;">3</td></tr> </table>	Entertainment	1 -7	Business (Information)	2	Both	3																						
Entertainment	1 -7																												
Business (Information)	2																												
Both	3																												
<p>4. Which factor most convinced you to buy a TVRO system? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Seeing a system in operation at a dealer</td><td style="text-align: right;">1 -8</td></tr> <tr><td>Hearing about/seeing a friend's or relative's system</td><td style="text-align: right;">2</td></tr> <tr><td>Reading about TVRO's in a magazine</td><td style="text-align: right;">3</td></tr> <tr><td>Attending a show or fair</td><td style="text-align: right;">4</td></tr> <tr><td>Other _____</td><td style="text-align: right;">5</td></tr> </table>	Seeing a system in operation at a dealer	1 -8	Hearing about/seeing a friend's or relative's system	2	Reading about TVRO's in a magazine	3	Attending a show or fair	4	Other _____	5																		
Seeing a system in operation at a dealer	1 -8																												
Hearing about/seeing a friend's or relative's system	2																												
Reading about TVRO's in a magazine	3																												
Attending a show or fair	4																												
Other _____	5																												
<p>5. Before receiving satellite television, how many broadcast television stations could you receive? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>None</td><td style="text-align: right;">1 -9</td></tr> <tr><td>1 - 2</td><td style="text-align: right;">2</td></tr> <tr><td>3 - 4</td><td style="text-align: right;">3</td></tr> <tr><td>5 - 6</td><td style="text-align: right;">4</td></tr> <tr><td>Over 6</td><td style="text-align: right;">5</td></tr> </table>	None	1 -9	1 - 2	2	3 - 4	3	5 - 6	4	Over 6	5																		
None	1 -9																												
1 - 2	2																												
3 - 4	3																												
5 - 6	4																												
Over 6	5																												
<p>6. Do you currently have access to a cable TV system? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Yes</td><td style="text-align: right;">1 -10</td></tr> <tr><td>No (Go to 9)</td><td style="text-align: right;">2</td></tr> </table>	Yes	1 -10	No (Go to 9)	2																								
Yes	1 -10																												
No (Go to 9)	2																												
<p>7. Are you a subscriber to that system? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Yes, Current Subscriber</td><td style="text-align: right;">1 -11</td></tr> <tr><td>No, Former Subscriber</td><td style="text-align: right;">2</td></tr> <tr><td>No, Never Subscriber (Go to 9)</td><td style="text-align: right;">3</td></tr> </table>	Yes, Current Subscriber	1 -11	No, Former Subscriber	2	No, Never Subscriber (Go to 9)	3																						
Yes, Current Subscriber	1 -11																												
No, Former Subscriber	2																												
No, Never Subscriber (Go to 9)	3																												
<p>8. Are/were you pleased with the cable service that you receive (d)? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Yes</td><td style="text-align: right;">1 -12</td></tr> <tr><td>No</td><td style="text-align: right;">2</td></tr> </table>	Yes	1 -12	No	2																								
Yes	1 -12																												
No	2																												
<p>9. Approximately how many total hours per week is your satellite equipment used by all members of your household? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Less than 30 hours</td><td style="text-align: right;">1 -13</td></tr> <tr><td>30 - 39 hours</td><td style="text-align: right;">2</td></tr> <tr><td>40 - 49 hours</td><td style="text-align: right;">3</td></tr> <tr><td>50 - 59 hours</td><td style="text-align: right;">4</td></tr> <tr><td>More than 59 hours</td><td style="text-align: right;">5</td></tr> </table>	Less than 30 hours	1 -13	30 - 39 hours	2	40 - 49 hours	3	50 - 59 hours	4	More than 59 hours	5																		
Less than 30 hours	1 -13																												
30 - 39 hours	2																												
40 - 49 hours	3																												
50 - 59 hours	4																												
More than 59 hours	5																												
<p>10. Generally, how satisfied are you with your satellite receiving equipment? (CIRCLE ONE ONLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Extremely satisfied</td><td style="text-align: right;">5 -14</td></tr> <tr><td>Somewhat satisfied</td><td style="text-align: right;">4</td></tr> <tr><td>So-so</td><td style="text-align: right;">3</td></tr> <tr><td>Somewhat Dissatisfied</td><td style="text-align: right;">4</td></tr> <tr><td>Very Dissatisfied</td><td style="text-align: right;">5</td></tr> </table>	Extremely satisfied	5 -14	Somewhat satisfied	4	So-so	3	Somewhat Dissatisfied	4	Very Dissatisfied	5																		
Extremely satisfied	5 -14																												
Somewhat satisfied	4																												
So-so	3																												
Somewhat Dissatisfied	4																												
Very Dissatisfied	5																												
<p>11. Which satellites do you tune-in on a regular basis (3 times or more a week)? (CIRCLE ALL THAT APPLY)</p>	<table border="0" style="width: 100%;"> <tr><td>Satcom F4 (Satcom 4, Sat4, F4)</td><td style="text-align: right;">1 -15</td></tr> <tr><td>Telstar 302/Comstar D3 (Telstar 2)</td><td style="text-align: right;">2</td></tr> <tr><td>Westar 3 (W3)</td><td style="text-align: right;">3</td></tr> <tr><td>Telstar 301 (Comstar D 4)</td><td style="text-align: right;">4</td></tr> <tr><td>Westar 4 (W4)</td><td style="text-align: right;">5</td></tr> <tr><td>Anik D1 (A - D)</td><td style="text-align: right;">6</td></tr> <tr><td>Anik B (- B)</td><td style="text-align: right;">7</td></tr> <tr><td>Spacenet 1</td><td style="text-align: right;">8</td></tr> <tr><td>Westar 5 (W5)</td><td style="text-align: right;">9</td></tr> <tr><td>Comstar D4 (D4)</td><td style="text-align: right;">0</td></tr> <tr><td>Satcom F3R (F3, Satcom 3, F3R)</td><td style="text-align: right;">1 -16</td></tr> <tr><td>Galaxy 1 (G1)</td><td style="text-align: right;">2</td></tr> <tr><td>Satcom F1R (F1, F1R, Satcom 1)</td><td style="text-align: right;">3</td></tr> <tr><td>Other _____</td><td style="text-align: right;">4</td></tr> </table>	Satcom F4 (Satcom 4, Sat4, F4)	1 -15	Telstar 302/Comstar D3 (Telstar 2)	2	Westar 3 (W3)	3	Telstar 301 (Comstar D 4)	4	Westar 4 (W4)	5	Anik D1 (A - D)	6	Anik B (- B)	7	Spacenet 1	8	Westar 5 (W5)	9	Comstar D4 (D4)	0	Satcom F3R (F3, Satcom 3, F3R)	1 -16	Galaxy 1 (G1)	2	Satcom F1R (F1, F1R, Satcom 1)	3	Other _____	4
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Satcom F1R (F1, F1R, Satcom 1)	3																												
Other _____	4																												

12. Which category of programming is viewed most frequently by your household through your satellite receiving equipment?

(CIRCLE ONE ONLY)

Sports	1 -17
News	2
Movies	3
Situation Comedy	4
Religious	5
Soaps	6
Action	7
Educational	8
Weather	9
Children's programming	0
Other _____	1 -18

13. Which one or two other categories of programming are viewed next most frequently by your household?

(CIRCLE ONE OR TWO)

Sports	1 -19
News	2
Movies	3
Situation Comedy	4
Religious	5
Soaps	6
Action	7
Educational	8
Weather	9
Children's programming	0
Other _____	1 -10

14. Of the following, which is your most important source of satellite program information?

(CIRCLE ONE ONLY)

Orbit Magazine	1 -21
Satellite-TV Week Magazine	2
Local Newspaper TV listing	3
TV Guide	4
Channel Guide Magazine	5
Dish Magazine	6
None of the above	7

15. What is your opinion of the statement "There is a need for better program information and schedules for the TVRO user."?

(CIRCLE ONE ONLY)

Strongly agree	5 -22
Somewhat agree	4
Neither agree or disagree	3
Somewhat disagree	2
Strongly disagree	1

16. Which types of information would you use on a regular basis?

(CIRCLE UP TO FOUR)

Guide for all programs on satellites	1 -23
List of movies on satellite services	2
Stock quotations from NY/AMER/NASDAQ stock exchanges	3
Daily agriculture prices for your state	4
Local general weather forecast	5
National commodities quotations	6
Current and in-progress sports schedules and scores	7
Sports forecasts (point spreads) for upcoming sporting events	8
Agricultural weather forecasts for your area	9
None of the above	0

17. What is the main benefit you expected from your satellite receiving equipment?

(CIRCLE ONE ONLY)

Get better reception	1 -24
More channels/wider variety of channels	2
Better quality of programs	3
More movies	4
More sports	5
Good value for the money	6
For children's programming	7
Other _____	8

18. Approximately how much have you spent on your satellite receiving equipment?

(CIRCLE ONE ONLY)

Less than \$1,500	1 -25
\$1,501 - \$3,000	2
\$3,001 - \$5,000	3
\$5,001 - 7,500	4
More than \$7,500	5

21. Do you currently own and have in your home:

(CIRCLE ALL THAT APPLY)

A personal computer	1	-22
A videotape recorder	2	
More than one television set	3	
Amateur radio operator equipment	4	
None of the above	5	

22. Do you live in an incorporated town or city? (city limits)

(CIRCLE ONE ONLY)

Yes	1	-23
No (skip to 24)	2	

23. What is the population?

(CIRCLE ONE ONLY)

Less than 10,000	1	-30
10,001 - 25,000	2	
25,001 - 50,000	3	
50,001 - 100,000	4	
Over 100,000	5	

24. How far from your residence is the nearest city of 100,000 population or larger?

(CIRCLE ONE ONLY)

Less than 50 miles	1	-31
More than 50 miles	2	
Live in a city of 100,000 or more	3	

25. Do you anticipate replacing or adding to your satellite receiving equipment during the next 12 months?

(CIRCLE ONE ONLY)

Yes	1	-32
No (skip to 27)	2	

26. What equipment do you plan on buying?

(CIRCLE ALL THAT APPLY)

Dish	1	-33
Receiver	2	
LNA	3	
Motorized Activator/Controller	4	
Receiver Remote Control	5	
Other _____	6	

27. Which category fits the head of your household?

(CIRCLE ONE ONLY)

18 - 24	1	-34
25 - 34	2	
35 - 49	3	
50 - 59	4	
60 and older	5	

28. Which of the following best describes the family status of your household?

(CIRCLE ONE ONLY)

Single, no children	1	-35
Single, children home	2	
Single, children grown	3	
Married, no children	4	
Married, children home	5	
Married, children grown	6	

29. Which category includes your total household income?

(CIRCLE ONE ONLY)

Under \$12,000	1	-36
\$12,000 - \$17,999	2	
\$18,000 - \$29,999	3	
\$30,000 - \$49,999	4	
\$50,000 or above	5	

30. Which category includes the education level of the head of the household?

(CIRCLE ONE ONLY)

Less than High School	1	-37
High School grad	2	
Some College or Vo-Tech	3	
College grad	4	
Grad School	5	

31. Which category includes the occupation of the head of your household?

(CIRCLE ONE ONLY)

Executive	1	-38
Professional	2	
Technical	3	
Sales	4	
Service	5	
Agriculture	6	
Retired, unemployed, housewife, student	7	
Other _____	8	

34. Which publications does your household subscribe or read regularly?

(CIRCLE ALL THAT APPLY)

TV Guide	1	-41
Time	2	
Reader's Digest	3	
Sports Illustrated	4	
National Enquirer	5	
Playboy	6	
Better Homes and Gardens	7	
Parade	8	
Family Weekly	9	
Coop's Digest	0	
Home Satellite Marketing	1	-42
STV	2	
Orbit International	3	
Radio Electronics	4	
Satellite Dealer	5	
Satellite Business Magazine	6	
Satellite TV Opportunities	7	
Sat Guide	8	
Satvision	9	

35. Please indicate which of the following program sources your household has viewed, through your satellite receiving system during the last 24 hours (Circle column 1); 7 days (Circle column 2); or 30 days (Circle column 3)?

(CIRCLE ALL THAT APPLY)

	Yes, Viewed During Last 24 Hours	Yes, Viewed During Last 7 Days	Yes, Viewed During Last 30 Days	
ABC	1	2	3	-43
CBS	1	2	3	-44
NBC	1	2	3	-45
WTBS, Atlanta	1	2	3	-46
WGN, Chicago	1	2	3	-47
USA Network	1	2	3	-48
CBN, Christian Broadcasting Network	1	2	3	-49
ESPN	1	2	3	-50
HBO	1	2	3	-51
CINEMAX	1	2	3	-52
SHOWTIME	1	2	3	-53

Please give us a few more of your opinions on some general statements. Please tell us how much you agree or disagree with each statement. On a scale of 1 to 5, 1 would be Strongly Disagree and 5 would be Strongly Agree.

(CIRCLE ONE NUMBER FOR EACH STATEMENT)



Statement	DISAGREE			AGREE		
	Strongly	Somewhat		Somewhat	Strongly	
36. When I buy a new product, I like to buy and use the newest, most up-to-date product design that is on the market.	1	2	3	4	5	-54
37. I will generally purchase an item I want a little sooner if I can get it on credit.	1	2	3	4	5	-55
38. On decisions I make, I generally see myself as taking risks rather than being too conservative.	1	2	3	4	5	-56
39. When I go shopping I usually make more purchases than I had planned.	1	2	3	4	5	-57
40. I frequently request information or buy products through direct mail or 800 numbers (toll free).	1	2	3	4	5	-58
41. I generally tend to buy things based on the lowest price.	1	2	3	4	5	-59
42. I generally consult current publications and literature before purchasing electronics products or services. This insures that I purchase the most advanced available.	1	2	3	4	5	-60
43. When making major purchases I generally compare prices.	1	2	3	4	5	-61

VI. LIMITATIONS

LIMITATIONS

The data which appears in this report apply only to the universe described.

1. Sampling Error. The data in this report was obtained from warranty lists of TVRO equipment manufacturers and may differ from data obtained from all TVRO equipment owners using the same data collection and processing procedures.
2. Non-Response Error. The use of households or people completing survey forms eliminates households or people who did not participate or, if included in the survey mailing, did not respond. The characteristics of non-participating and non-cooperating households may differ from those households reported.
3. Response Error. Some households or people may not accurately report the data requested on the survey. Every effort was made in the survey design to minimize such response error.

Although all parties to the gathering, analysis, distribution, and sale of this report have made every effort to insure adherence to currently accepted market research practices and methodology, users should be aware of possible limitations of data presented herein.

VII. RUDDICK RESEARCH INTERNATIONAL

RUDDICK RESEARCH INTERNATIONAL

Ruddick Research International, Inc. is a leading marketing and communications strategy research consultancy. It has been meeting the research and information needs of a variety of corporations, industry groups, non-profit organizations and governments since early 1977. Headed by Morris Ruddick and a skilled management team, the Ruddick Research network is an exclusive affiliation with headquarters in Tulsa, Oklahoma. The firm provides reliable, professional services to a wide range of clients, including significant companies in virtually every growing industry.

Headquarters

P.O. Box 701617
Tulsa, Oklahoma 74133
(918) 492-4000

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Xerox Corporation
Stamford

